7, 1947

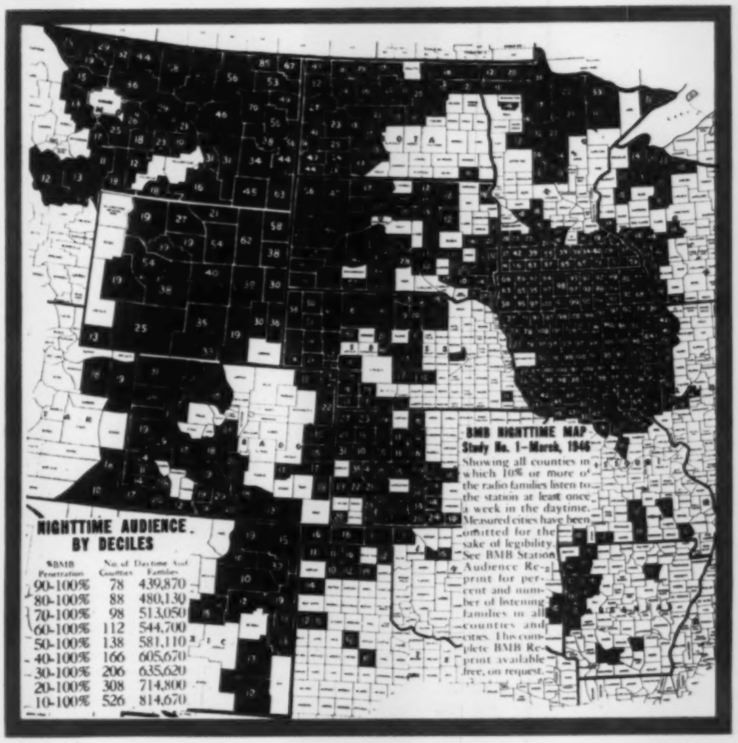
PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

3 IMPORTANT SURVEYS (INCLUDING BMB) *Prove* WHO LISTENERSHIP



BMB NIGHTTIME MAP
Study No. 1—March, 1946
Showing all counties in which 10% or more of the radio families listen to the station at least once a week in the daytime. Measured cities have been omitted for the sake of legibility. See BMB Station Audience Reprint for percent and number of listening families in all counties and cities. This complete BMB Reprint available free, on request.

NIGHTTIME AUDIENCE BY DECILES

%BMB Penetration	No. of Counties	Daytime Aud. Families
90-100%	78	439,870
80-100%	88	480,130
70-100%	98	513,050
60-100%	112	544,700
50-100%	138	581,110
40-100%	166	605,670
30-100%	206	635,620
20-100%	308	714,800
10-100%	526	814,670

The map above is from WHO's BMB Report (nighttime).

It tells a fact most advertisers already know— that WHO is *heard* all over "Iowa Plus".

Results from two other important surveys parallel the findings of the BMB Report with strikingly close similarity —the NBC 1944 Postcard Survey, and the 1946 Iowa Radio Audience Survey. *In all three studies, the figures in most Iowa counties are the same, within a very few percent.*

We have prepared a map comparing the county-by-county figures *from all three surveys*. It is extremely enlightening, especially to those who have yet to discover the values of BMB Reports. There's a copy for you. Write us, or ask Free & Peters.

WHO

+ *for* Iowa PLUS +

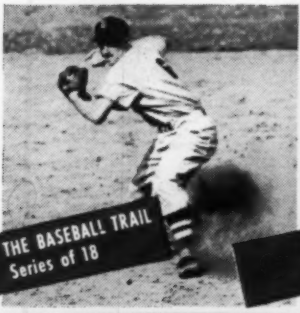
DES MOINES . . . 50,000 WATTS

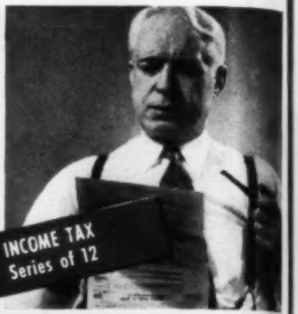
B. J. Palmer, President J. O. Maland, Manager

FREE & PETERS, INC., National Representatives

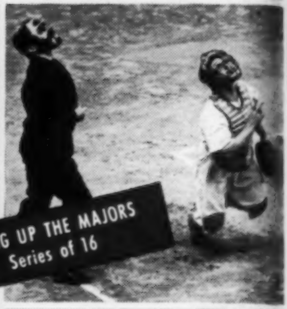
93 EXTRA SHOWS

...at No Extra Cost


ALONG THE BASEBALL TRAIL
Series of 18


INCOME TAX
Series of 12

MOSCOW BIG 4 MEETING
Series of 6


SIZING UP THE MAJORS
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GARDENING
Series of 24

FASHION PARADE
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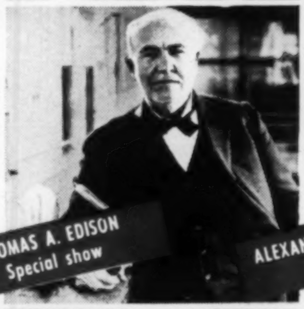
WASHINGTON'S BIRTHDAY
Special show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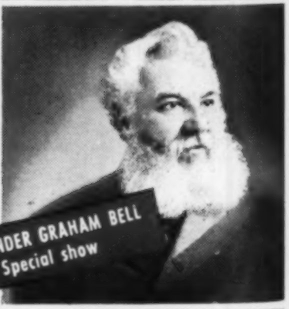

ALEXANDER GRAHAM BELL
Special show

INFANTILE PARALYSIS
Special show

ADOLF HITLER
Special show

Just since the first of this year United Press has delivered 93 extra shows to its radio clients—brought them that many extra opportunities to swell audiences and sell sponsors.

At the right is a list of the shows—all custom-fitted to the season and the shape of events, and presented in series or singly, according to the span of interest.

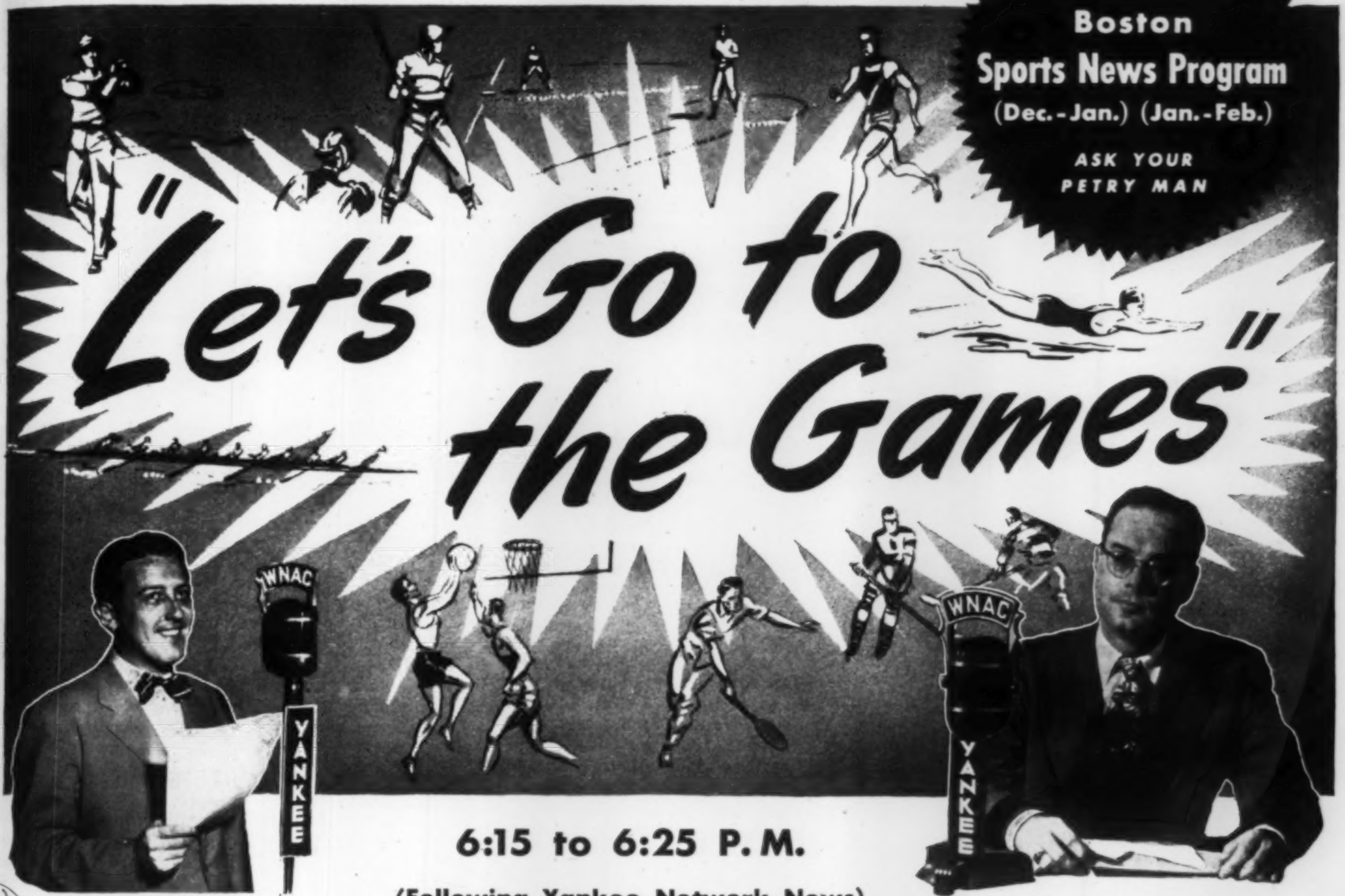
U. P. added no charges for these added attractions. They were 93 bonuses in service—and moreover quite apart from the 24 bonuses of regularly-scheduled news features.

Since it became the pioneer in radio news a dozen years ago, U. P. has always topped its commitments—consistently given broadcasters more than they pay for, at no more than they bargained for. This is one reason why U. P. continues the leader in radio news. It is foremost because it offers most.

United Press

Buy of the Month in New England

Top Hooper
Boston
Sports News Program
(Dec.-Jan.) (Jan.-Feb.)
ASK YOUR PETRY MAN



6:15 to 6:25 P.M.

(Following Yankee Network News)

MONDAY thru SATURDAY

VERNE WILLIAMS is the broadcaster on Mondays, Wednesdays and Fridays.

LESTER SMITH is the broadcaster on Tuesdays, Thursdays and Saturdays.

Another Yankee originated sports feature, with a brand new technique, that reaches top rating of its time on the air in Boston.

It sends its listeners to all sports events — and adds a "gimmick" that makes ordinary sports programs out-of-date.

Ask your Petry man for the story of "Let's Go to the Games" on The Yankee Network's 24 home-town stations in New England.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

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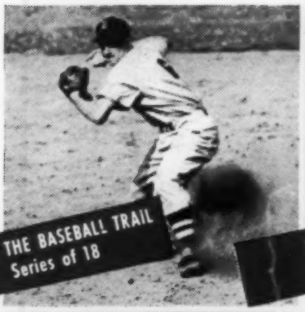
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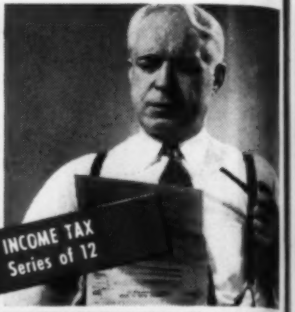
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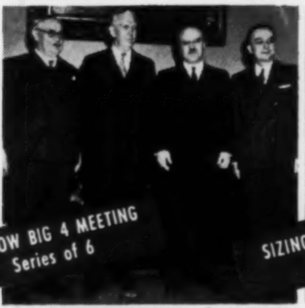
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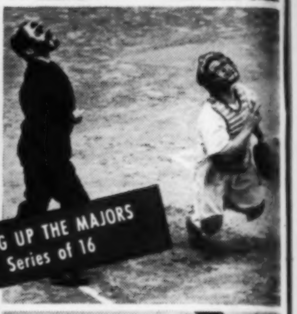
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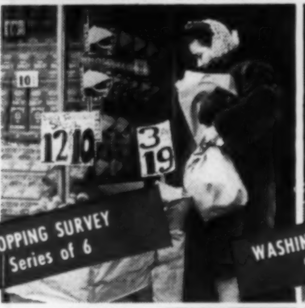
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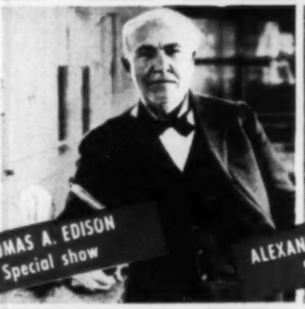
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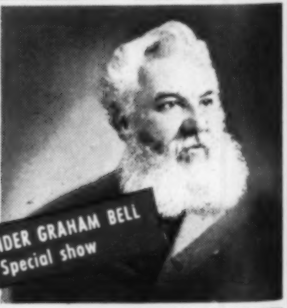
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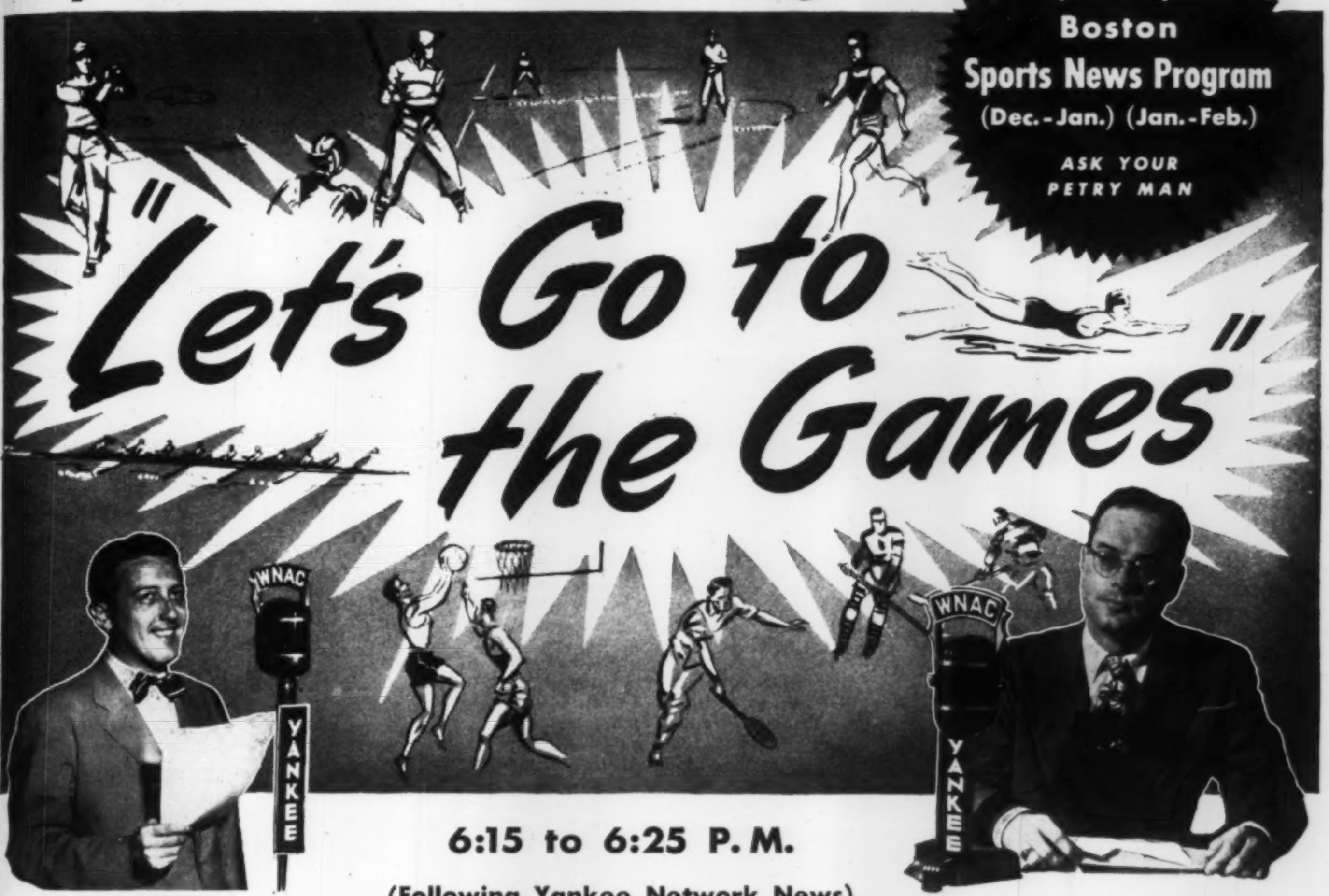

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BROADCASTING... at deadline

Closed Circuit

POSSIBLE summer replacement for American Tobacco Co. *Jack Benny Show* on NBC is Jack Paar, comedian, who is to be auditioned in Hollywood this week by Foote, Cone & Belding, New York, Lucky Strike agency.

FEW IF ANY stations are frightened by letter from Communist party alleging they broadcast "anti-Communist" propaganda and that party insists upon time to reply. Stations replying say they will give equal time when Communist candidates are qualified for public office and on same terms. Majority, however, are ignoring it.

PARLAY now reported in Philadelphia would involve purchase of WPEN either by son-in-law of Alfred M. Greenfield, Philadelphia realtor and investment broker who handled Philadelphia *Record*-WCAU transaction, or William Goldman Theatres Inc., Philadelphia theatre operators, wholly owned by Mr. Goldman. Latter already has contracted to purchase WDAS Philadelphia local, for approximately $485,000 but is said to be looking for another buyer. WPEN price under $1,000,000. *Bulletin* must dispose of WPEN before asking FCC approval of WCAU transaction.

STILL silent on television plans following FCC dismissal of commercial color petition, CBS has made two small but possibly significant

(*Continued on page 90*)

Upcoming

April 8: RMA-FMA Liaison Committee, Hotel Statler, Washington.

April 14: FM Assn., Region 1, Ten Eyck Hotel, Albany, N. Y.

April 14-16: NAB Area C Meeting (Districts 10, 12), Muehleback Hotel, Kansas City.

Bulletins

TWO station building applications approved by Facilities Review Committee of Civilian Production Administration: KEEN San Jose, Cal., owned by United Broadcasting Co., San Jose, approved with proviso that minimum of scarce materials be used; estimated cost, $3,500. KXOB Sacramento, Cal., owned by Valley Broadcasting Co. approved as essential community facility; estimated cost, $4,900.

PRESIDENTIAL power to seize telephone industry contained in FCC Act, Attorney General Tom Clark ruled Friday. Assistant Secretary of Labor John W. Gibson said he is not thinking in terms of seizure. (See page 18).

APPLICATION filed Friday at FCC for consent to sale of 77½% interest in WDSU New Orleans to William Spiegelberg and associates for $581,250 [BROADCASTING, Jan. 20]. Sellers: E. A. Stephans 40%, H. G. Wall 37½%.

Business Briefly

THREE ON WMAQ ● Three sponsors sign for spots on WMAQ Chicago: Dr. W. B. Caldwell Co. (Campho-Phenique), 125 station breaks, through Sherman & Marquette; Hudson Motor Car Co., 10 spots, through Brooke, Smith, French & Dorrance; American Tobacco Co. (Lucky Strike), 15 station breaks, through Foote, Cone & Belding.

STANBACK AGENCY ● Stanback Co. transfers New York and Philadelphia advertising to Piedmont Adv. Agency, Salisbury, N. C., which now handles all Stanback advertising with John J. Larmer as account executive.

REVERE DROPS ● Revere Copper & Brass, New York, June 1 discontinues *Exploring the Unknown* on MBS Sun., 9-9:30 p.m. Revere agency, St. George & Keyes, New York, which owns show, reported current NBC sponsor interested in package.

NAMES REPRESENTATIVE ● J. P. McKinney & Son named national representatives for new WBEC Pittsfield, Mass.

FORD CIRCUS TELECAST

FORD MOTOR Co. will sponsor telecast of opening of Ringling Bros-Barnum & Bailey Circus at Madison Square Garden, New York, April 9, over WCBS-TV New York (CBS). Agency, J. Walter Thompson Co.

Blue Book Not Order, FCC Tells Court

FCC DECLARED Friday its Blue Book is not an order and is not reviewable by any court.

"The content of a report of an investigation by an agency which fails to order or prohibit action or impose any sanction may not be reviewed by a court," FCC declared, citing court rulings in support.

Commission's claims were made in support of motions, filed Friday in U. S. District Court for D. C., to convene special three-judge court to hear WBAL Baltimore's complaints against FCC and Blue Book and to dismiss WBAL complaint on grounds that (1) court lacks jurisdiction, and (2) complaint fails to state claim upon which relief may be granted.

In same court Associate Justice T. Allan Goldsborough on Feb. 19 denied similar FCC motion for three-judge court and granted WBAL preliminary injunction prohibiting, pending litigation, further FCC action on WBAL's renewal application and Drew Pearson & Robert S. Allen's rival bid for Baltimore clear-channel station's 1090-kc, 50-kw facilities [BROADCASTING, Feb. 24].

FCC asked its motions be made orally April 14 "or as soon thereafter as counsel can be heard." Whether they will be argued on that date was not known. WBAL's next move to be decided in conferences of WBAL-Hearst officials and counsel, including Dempsey & Koplovitz and Littlepage & Littlepage, Washington firms.

WBAL, set for renewal hearing with Pearson-Allen new station bid, claims Blue Book made "false, distorted and misleading" references to past WBAL programming and asks they be corrected; contends Blue Book references were responsible for competing application of Pearson-Allen; that without Pearson-Allen application, WBAL would have received renewal without hearing; that Blue Book references are prejudicial to WBAL's case in competitive hearing.

Commission claimed right to make program investigation stems from Communications Act (Sec. 403), that this right was not challenged by WBAL, and therefore Blue Book "inflicted no injury against which [WBAL] is entitled to redress." Court rulings in newspaper-ownership and other cases were cited in support of Commission jurisdiction to make investigation "in aid of its licensing powers."

Contending court may not set aside or suspend FCC orders calling hearings, Commission claimed any WBAL appeal should be after final FCC order, not before, and that WBAL "is attempting to by-pass the very hearing in which [the station] will be given an opportunity to show in what respect, if any, the Report is erroneous or misleading and improperly prejudices plaintiff's opportunity for securing a renewal of license."

FCC claimed its own "thought processes and reasoning" in deciding whether to call hearings are not reviewable by courts and that "it is therefore of no moment whether the discussion of plaintiff's operation of WBAL in the Commission's Report, or some other factors, led to the Commission's decision to hold a hearing . . ."

It added that "the Commission is not and cannot be concerned with the motives which induce various persons or groups to apply for a station license."

Commission said Blue Book references were meant to show need for further review of program performance in cases where changes in program policy follows changes in ownership, and that there was "no attempt to evaluate WBAL s program service or overall operation . . . or to determine whether plaintiff's operation was or was not in the public interest."

FCC motions and briefs filed by Wendell Berge, Assistant Attorney General; Edward J. Hickey Jr., special assistant to Attorney General; FCC General Counsel Benedict P. Cottone, Assistant General Counsel Harry M. Plotkin, and attorneys Max Goldman and Richard A. Solomon.

Time To Take Stock of Memphis

Fast becoming center of the South's largest cattle market is Memphis

Now's a fine time to take stock

We believe you'll discover that there's been a sharp change in the approach of many time buyers since WHHM entered the Memphis picture.

1 More listeners Per Dollar in Memphis . . . High Hoopers Attest to this All-Round Supremacy.

2 Spring serenade of Sales. Now's the time to get added listeners to your Spots.

3 Ask the FORJOE man for further facts. See market data that shows Memphis is the hub of a vast buying area.

Don't be "cowed" by "bull" . . .
Look at the facts

Won't it be a lovely spring on

WHHM

MEMPHIS,
TENNESSEE

YOUR SPRINGBOARD TO SALES

Represented by
FORJOE & CO.

Fulton Lewis, jr.

available now* on
WAGC–Chattanooga

Get aboard for Chattanooga. Fulton Lewis, jr. is now available on WAGC.

Local and national advertisers on 254 stations from coast to coast find it *profitable* to sponsor Lewis. His program — the biggest co-op on the air today — now offers sponsors a ready-made audience in the Tennessee valley.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

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BERNARD PLATT, *Director*
Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold, Doris Reddick.

PROMOTION

WINFIELD R. LEVI, *Manager*
Betty Beckanstin.

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250 Park Ave., Zone 17, *PL*aza 5-8355
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ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

Copyright 1947 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 20c PER COPY

NASHVILLE...

and its retail trade area

make a prosperous pair. . . . Here the family's everyday purchases of food, clothing and other items add up to yearly retail sales of $356,977,000. . . . These sales reached a new high last year. . . . This year there's a good share for your products, but no single salesman on your force can give adequate coverage of family buyers in this territory without strong support. . . . That's where WSIX fills your need. . . . You can get effective, consistent coverage of a large buying audience who tune regularly to favorite programs broadcast over WSIX.

WSIX

The Voice of Tennessee's Capital City

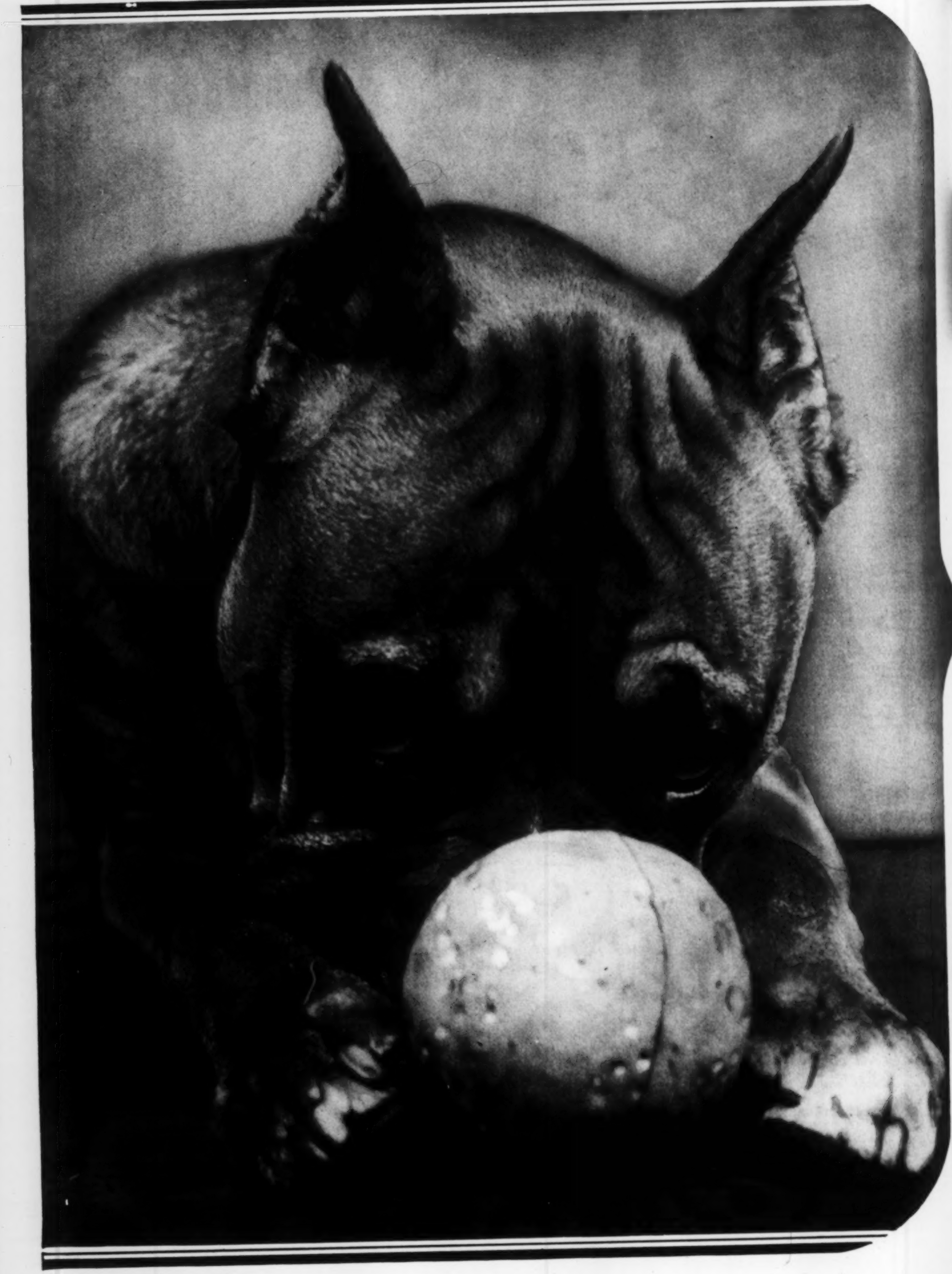
NASHVILLE TENNESSEE

5,000 WATTS
980 KC

AMERICAN
•
MUTUAL

National Representative
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Economy, Coverage



PUSH!

- When your product needs *push*, we've got it for you — *when* you want it, *where* you want it... Sales Push that works fast to sell a product or an idea.

Put this strong push to work for you in markets *you* choose — with time and talent *you* select.

Choose your own stations, too. Choose *these* stations to do the job with push-button ease.

• • • • •

AVAILABLE!

This first study of its kind measures the audience of radio *commercials!* Brochure explains technique and scores. Write us on your letterhead. Address 17 East 42nd Street, New York 17, New York.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
ATLANTA • BOSTON
DETROIT • ST. LOUIS • SAN FRANCISCO

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WJR	Detroit	CBS
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T.H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWCO	Waterbury, Conn.	MBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

EDWARD PETRY AND CO. INC.

Feature of the Week

IS THERE "duopoly" in the common ownership of commercial and non-commercial FM stations in the same town?

FCC is now faced with that question for the first time, and is looking for the answer.

The question, which may have been raised hypothetically before but never evoked a policy decision, was raised non-hypothetically by the A. & M. College of Texas.

The school, which is the licensee of WTAW College Station, a 1-kw daytime commercial AM outlet, applied for both commercial and noncommercial FM stations.

Its explanation of the dual request was that the commercial station would be used to carry programs of entertainment and general information and that its revenues would help foot the bill for the noncommercial station. The latter, it was expained, would be devoted to educational programming.

FCC acted on the commercial application first. The college received its construction permit for a Class B station on March 27 [BROADCASTING, March 31]. Still pending is the non-commercial bid.

The existing duopoly rule on FM makes no distinction between commercial and non-commercial stations in banning common ownership of two or more which would serve substantially the same service area. But the question of what interpretation should be applied to the rules, particularly in FM, is currently under study, following hearings held earlier this year, and disclosure of the Commission's conclusions is yet to come.

Meanwhile, to help it make up its mind on the commercial plus non-commercial question, the Commission has written Texas A. & M. authorities asking why they feel justified in operating two FM outlets in the same town.

Sellers of Sales

FIVE out of ten of the 1946 Intermountain advertising awards in the radio division went to clients of the Gillham Advertising Agency, Salt Lake City. And the man largely responsible for those clients' programs is Victor V. Bell, account-executive and radio director for Gillham.

Just for good measure, he also got an award for one of his clients in the newspaper color division.

VIC

Although he's just 36 now, Vic had his first taste of radio 17 years ago, while he was still going to high school at Williston, N. D. Each Saturday he would travel 100 miles to put on a poetry show and do "bit" announcing on KGCX, then at Wolfpoint, Mont. But after finishing school he left radio for a short-lived job as a French horn player in a theater orchestra.

When "talking pictures" moved in, Vic and his horn moved out. He tried two years at Minot Teacher's College, then went to New York to work in a book store. Again an outside force brought a change of jobs. This time it was the depression. The bookstore closed and Vic returned to North Dakota, got a job selling printing, married his hometown sweetheart, Ursula Winter, and later became recreational director for western North Dakota.

Among his activities as recreational director was the organization of several classes in radio production. And it was through this that he obtained his first fulltime job in radio, program director for KLPM Minot, N. D.

From there he went as program director to a new station, KRMC (now KJSB) Jamestown, N. D.; then to KUTA Salt Lake City. He left KUTA in 1939 to join KSL, where he stayed for two and a half years, progressively as continuity writer, assistant director of sales promotion, and writer-producer in charge of new program presentations.

Five years ago he left KSL to organize the radio department for Gillham. Since then he has increased the agency's radio billing over 100% and added six accounts.

As account executive he services such Intermountain advertisers as Sweet Candy Co., Porter-Scarpelli Macaroni Co. Excelcis Beauty Products Co., and Montana Cereal Co.

As radio director he supervises radio for all Gillham accounts.

He likes swimming and boating, and in this connection there's nothing he enjoys more than taking Mrs. Bell and their family of four daughters and a son on a vacation —or even just a picnic.

Vic is a member of the Salt Lake Advertising Club, the Utah Writer's League and a former member of the Civil Air Patrol.

Reaching a SALES-RICH MARKET

The greater York market, rich in industry and agriculture—it's a good buy at low cost.

WORK

YORK, PA.

A Steinman Station

NBC AFFILIATE

Represented by Radio Advertising Company

New York • Dallas • Chicago
San Francisco • Hollywood

1ST
• on the Dial
• in Listening*
• in Network

WSJS LEADS Day and Night! in the TRI-CITIES

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT

NORTH CAROLINA'S No. 1 MARKET

*Conlan Survey, November 1946

WSJS WINSTON-SALEM
THE JOURNAL-SENTINEL STATION

NBC AFFILIATE

REPRESENTED BY HEADLEY-REED COMPANY

W

F

I

L

. . . Three top national awards went to WFIL in the City College of New York's annual competition for the ***creation*** and ***promotion*** of ***radio programs.*** WFIL's "Teen Age Time" and the station's promotion of the Louis-Conn fight broadcast received not only the highest awards in their respective categories of competition, but also the plaque as the outstanding entry—regardless of category—received from any radio station in WFIL's power class.

We are deeply appreciative of this valued recognition of WFIL's constant planning for perfection in every phase of radio programming and promotion. The same attention to detail, the same desire to do an outstanding job that brought WFIL three of the nation's top radio awards goes into the building of every WFIL program and plan of promotion. It is that regard for the tastes of our listeners and the needs of our advertisers that attracts both to WFIL.

The Philadelphia Inquirer Station

560 *First* ON YOUR DIAL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

AN ABC AFFILIATE

WFIL

NO. 3—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

OUR MOUTHPIECE!

No, we've never had to beat a murder rap or shoot it out with the cops, but like every law-abiding citizen, we do have our legal problems. When we do, our general counsel and Director, Sherman R. Barnett, handles these affairs for us in a way that only his wonderful experience and special training could permit. That saves the rest of us for *productive radio-station representation*—permits us to give just that much more of our time and attention to *your* business, and just that much less to our own. Want a sample of how this *works?*

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan NEW YORK: 444 Madison Ave. DETROIT: 3463 Penobscot Bldg. SAN FRANCISCO: 58 Sutter HOLLYWOOD: 6331 Hollywood ATLANTA: 322 Palmer Bldg.
Franklin 6373 Plaza 5-4130 Cadillac 4255 Sutter 4353 Hollywood 2151 Main 5667

BROADCASTING
TELECASTING

VOL. 32, NO. 14 WASHINGTON, D. C., APRIL 7, 1947 $5.00 A YEAR—20c A COPY

House Group Asserts Probe Authority

Jurisdictional Move Seen in New Resolution

By PETER DENZER

ASSERTION of the House Interstate & Foreign Commerce Committee's authority over radio matters last week is understood not to preclude establishment of a select committee to investigate the FCC.

Commerce Committee Chairman Charles A. Wolverton (R-N. J.) asserted this authority by introducing a resolution (H Res-165) last Monday to make an "inquiry and complete study" of FCC policies and procedures. The resolution was generally regarded as an attempt to:

Resolution's Aims

1. Forestall a developing bi-partisan move for a special committee to investigate FCC;

2. Extend the Commerce Committee's jurisdiction to include the International Broadcasting Foundation proposal submitted by the State Dept. [BROADCASTING, March 31].

Specifically the resolution would authorize investigation of the "administration of the Communications Act of 1934 . . . or interstate or foreign communication by wire or radio, or interstate or foreign transmission of energy by radio." It would also grant the committee subpoena powers.

Mr. Wolverton told BROADCASTING he has received "numerous complaints that the FCC is acting as a censor and in some cases is interfering with the business operations of radio stations." He added that the "whole question of licensing has to be looked into, and charges of political favoritism in the granting of licenses."

The resolution was accompanied by a carefully worded statement in which Mr. Wolverton assured that the proposed inquiry "is not intended as a 'witch-hunt' or, for any purpose other than to make certain that present laws and administration are making available to the people of the United States the full use of radio communication upon the terms and conditions that best serve the public."

REP. WOLVERTON

Rules Committee Chairman Leo Allen (R-Ill.) said he expects his committee to act on the measure by the end of this week. Although he expects a favorable committee action it must be noted that two of the most powerful Rules Committee members—Clarence Brown (R-Ohio) and Eugene Cox (D-Ga.)—have been supporters of the select committee approach to FCC investigation.

There was also feeling in some House quarters that an earlier meeting between the Commission and the Commerce Committee [BROADCASTING, March 3] had resulted in a friendly liaison which might soften the committee's probe. The FCC, it was understood, expects the earlier cordial atmosphere it encountered to be maintained if there is a Commerce Committee examination.

A select committee is favored by Rep. Richard B. Wigglesworth (R-Mass.), whose Independent Offices Subcommittee will make the first intensive survey of the Commission early in May when it reviews FCC 1948 money requests [BROADCASTING, Feb. 17]. "It has been my view," he said, "that there should be a select committee to investigate the FCC."

Mr. Wigglesworth was a member of the first select committee organized in 1943 to investigate the FCC. At that time on the minority side, he was convinced that the investigation was seriously hindered by the Administration from completing its work. He told BROADCASTING that he still feels that the project started in 1943 was poorly conducted and did not resolve the question of FCC licensing authority.

Brown Considered

His important role on the Appropriations subcommittee, however, apparently eliminates Rep. Wigglesworth from consideration as chairman of any proposed special committee. Most likely candidate would be Rep. Clarence Brown (R-Ohio) who, despite his authority in GOP councils and comparatively high seniority, holds no chairmanship. Although Mr. Brown could not be reached for comment, it was learned that bi-partisan select committee planners have virtually agreed that should there be

(*Continued on page 84*)

Haverlin First BMI Paid President

Charles A. Wall Slated For Position Under New Setup

LOOKING TOWARD more vigorous competition in the radio music field, the board of directors of Broadcast Music Inc. last Friday announced appointment of Carl Haverlin, vice president in charge of station relations of Mutual, as the first paid president of radio's wholly owned music subsidiary.

Simultaneously, the board profferred the post of vice president in charge of finance to Charles A. Wall, administrative assistant to NBC's vice president in charge of finance, John H. MacDonald. With Mr. Haverlin Mr. Wall would constitute the nucleus of the new management team. Mr. Wall's decision was expected momentarily.

Mr. Haverlin's new status constitutes resumption, at top level, of the work he undertook in 1939 as station relations director of the then newly-formed company. He is credited with a large share of the organization's success in the sale of stock to stations to create the enterprise which fulfilled its immediate mission of providing an independent source of music for radio. BMI was created largely under the aegis of the NAB, as the answer to ASCAP's purportedly untenable demands for license performance fees.

MR. HAVERLIN

No word was forthcoming from Edgar Kobak, MBS president, on appointment of Mr. Haverlin's successor. Charles Godwin, manager of station relations, will assume Mr. Haverlin's duties pending the new appointment. Mr. Haverlin is expected to join BMI promptly.

With Mr. Haverlin's elevation to the presidency, NAB President Justin Miller, who automatically held that status with BMI, was elected board chairman. Sydney M. Kaye, executive vice president and general counsel of BMI and one of the moving spirits in its origination, becomes vice chairman and general counsel.

Mr. Haverlin, whose BMI salary will be in the neighborhoood of $35,000, has served as a BMI board member representing Mu-

(*Continued on page 74*)

T-H-S Firm Moves To National Field

Representative for Southwest Absorbs Broadcast Sales

TAYLOR - HOWE - SNOWDEN, national representative, which has heretofore represented stations in the Southwest only (Texas, Oklahomo, New Mexico) this week entered the national field with announcement it had absorbed Broadcast Sales Co.

Broadcast Sales represents WINN WMPS WJIM WMAN WMRN WPAG. New York offices have been headed by Peggy Stone, with George Roessler as manager of the Chicago office. Both Miss Stone and Mr. Roessler have joined the sales staff of Taylor-Howe-Snowden in their respective cities.

The announcement made by Alex Keese, general manager of T-H-S, Amarillo, Tex., also confirmed an earlier report by George W. Webber, national sales manager of the Iowa Tall Corn Network, of the appointment of T-H-S as national representatives of the stations associated with the Iowa regional (KBUR KROS KDTH KVFD KFJB KBIZ KTRI KICD KWPC KSIB). Two additional stations, KDEC, Decorah, Ia., and KSWI, Council Bluffs, Ia., will shortly join Tall Corn Network, Mr. Webber said.

Birch to Jergens

CHESTER T. BIRCH, former vice president of Robert W. Orr & Assoc., New York, has been appointed vice president in charge of advertising of the Andrew Jergens Co., Cincinnati.

Previous to his association with the Orr agency, Mr. Birch was with Lennen & Mitchell, New York, where he was account executive on the Jergens account. Before that he was vice president of Pedlar & Ryan, New York, in charge of Procter & Gamble advertising.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, February 28	284
Number of network commercials starting during March	3
Number of network commercials ending during March	12
Net decrease	9
Number of commercials on the four nationwide networks March 31	275

MARCH ADDITIONS

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Manhattan Soap Co.	Katie's Daughter	NBC	M-F 10-10:15 a.m.	Duane Jones Co.
Minnesota Valley Canning Co.	Fred Waring	NBC	F 11-11:30 a.m.	Leo Burnett Co.
Benjamin Moore & Co.	Betty Moore	ABC	Sat. 10-10:15 a.m.	St. Georges & Keyes
MARCH DELETIONS				
American Home Products	Hollywood Jackpot	CBS	M, W, F 4:30-5 p.m.	Dancer-Fitzgerald-Sample
G. Barr Co.	The Shadow	MBS	Sun. 5-5:30 p.m.	A. Meyerhoff Co.
Canada Dry Ginger Ale	Sparkle Time	CBS	F 7-30-8 p.m.	J. M. Mathes Inc.
Eversharp Inc.	Maisie	CBS	F 10:30-11 p.m.	Biow Co.
General Foods	Buck Rogers	MBS	M F 4:45-5 p.m.	Benton & Bowles
General Foods	McGarry and His Mouse	MBS	M 8-8:30 p.m.	Young & Rubicam
Grove Labs.	Reveille Roundup	NBC	7:45-8 a.m.	Duane Jones Co.
Harvel Watch Co.	Harvel Music Time	ABC	Sun. 1-1:15 p.m.	A. W. Lewin Co.
Lewis-Howe Co.	Pot o' Gold	ABC	W 9:30-10 p.m.	Roche, Williams & Cleary Inc.
Miles Labs.	Saturday Night Roundup	NBC	Sat. 9-9:30 p.m.	Wade Adv. Agency
Triangle Publications	It's Up to Youth	MBS	W 8:30-9 p.m.	Al Paul Lefton Co.
William H. Wise & Co.	William Lang	ABC	T, T 11:45 a.m.-12 noon	Huber Hoge & Sons
MARCH CHANGES				
American Tobacco Co.	Big Story replaces Fabulous Dr. Tweedy	NBC	W 10-10:30 p.m.	Foote, Cone & Belding
Philip Morris & Co.	Milton Berle replaces Rudy Vallee	NBC	Tues. 8-8:30 p.m.	Biow Co.
Westinghouse Electric Corp.	Increases Ted Malone schedule on MBS from M, W, F to M-F 11:45 a.m.-12 noon			

(Network Boxscore will be presented by **Broadcasting** in the first issue of each month.)

Pearson Co. Named

JOHN E. PEARSON Co., Chicago, station representatives, has announced its appointment to represent KFMO Flat River, Mo., WIRA Fort Pierce, Fla., WDIA Memphis, and WMLO Milwaukee. New stations bring Pearson list to 54.

Philip Morris Renews

PHILIP MORRIS & Co. Ltd., New York, effective April 27 for 52 weeks, renews sponsorship of "Crime Doctor" on CBS, Sundays, 8:30-8:55 p. m. Agency is the Biow Co., New York.

Drawn for BROADCASTING by Sid Hix

"I've noticed quite a drift in the receiver lately!"

WDUZ to ABC

WDUZ Green Bay, Wis., now under construction, joins ABC on May 1 as member of the network's north central group. Addition brings total number of ABC affiliates to 248. Operating with 250 w on 1400 kc, station is owned by Green Bay Broadcasting Co. Ben Laird is manager.

WLOS to Join MBS

WLOS Asheville, N. C., now under construction, joins MBS on July 1, bringing the network's total affiliates to 410. Operating on 5 kw daytime and 1 kw nighttime on 1380 kc, station is owned and operated by Skyway Broadcasting Co.

'True Story' Renewed

LIBBY, McNEILL & LIBBY, Chicago, effective April 14 for 52 weeks renews sponsorship of *True Story* on ABC, Mondays through Fridays, 10-10:25 a. m. Agency is J. Walter Thompson Co., Chicago.

To Air Preakness

EMERSON DRUG Co., Baltimore (Bromo Seltzer), on May 10, 5-5:30 p.m., will sponsor the 57th running of the Preakness at the Pimlico Race Track, Baltimore, on NBC. The race will be covered by NBC's director of sports, Bill Stern, and the NBC racing expert, Clem McCarthy. Agency for Emerson is BBDO, New York.

Cann Gets New Post

HOWARD W. CANN Jr., formerly on the MBS New York sales staff, has been appointed resident sales representative for the network in Philadelphia. Mr. Cann, who will make his headquarters in the offices of WIP, MBS Philadelphia affiliate, joined MBS in January, 1946, following his discharge from the AAF. Prior to his military service he was with the ABC sales staff.

Standard Oil Signs

STANDARD OIL CO. of New Jersey, New York (Esso Marketers Products), next fall will sponsor the broadcasts of all U. of Arkansas football games on eight stations in that area. Schedule calls for 10 games to be played between Sept. 20 and Nov. 27. Agency is Marschalk & Pratt, New York.

Fulltime Allergy

FCC Commissioner E. K. Jett has a new car. It is fitted with a popular brand pushbutton radio. Proudly pushing the buttons for the first time last week the Commissioner found that each of them (five, in all) had been tuned by the distributor to a different Washington area daytime local station. Not a single fulltime or network outlet was represented.

Radio Proves Power During N.Y. Strike

THINGS looked bad last Nov. 8 in Rochester, N. Y., when the city's department stores and smaller merchants found themselves without a basic advertising medium when newspapers were struck. Using radio as the basic medium, though availabilities admittedly were scarce and not too desirable, the stores were surprised to find their shelves emptying at a record rate, as fast or faster than in Buffalo, where there were plenty of newspapers. And then when the holiday buying urge had vanished, Rochester stores found their January decline wasn't as bad as normally expected, and not so severe as Buffalo's.

Rochester Sales Increase Credited To Medium

By J. FRANK BEATTY

BROADCAST advertising, put to a test during the three months in which Rochester, N. Y., had no newspapers, demonstrated that it can do a basic advertising job for retail stores.

The proof of the medium's sales power is found in the regular monthly retail trade reports of the U. S. Bureau of the Census based on actual sales.

These figures demonstrate that during the Nov. 8-Feb. 8 13-week period, when this shopping area of a million inhabitants was without its two daily newspapers, retail business rose to record heights despite the fears of merchants that their shelves would come out of the holiday season still sagging from heavy loads of merchandise.

The Rochester holiday sales increase over 1945 was even higher than that of neighboring Buffalo, where there was no newspaper strike.

Even more interesting, retailers say, is the fact that January sales held up better than anticipated during the period when the holiday buying impulse was not present. Again they were better in Rochester than in Buffalo.

The figures blast the old newspaper boast that newspapers are the only basic advertising medium for stores.

Newspapers Not Indispensable

They show that newspapers really aren't indispensable to stores.

Most important of all, they show that retailers can take advantage of radio's ability to reach more people for fewer dollars, and do a well-rounded advertising job without using newspapers.

A quick glance at the Census Bureau figures for November, December and January shows:

Rochester stores (with radio but without newspapers) enjoyed 35% more business in November 1946 than November 1945; 30% more in December than in 1945; 18% more in January than a year earlier; 39% less in January than in December.

Buffalo stores (with both radio and newspapers) experienced 25% more business in November than in November 1945; 30% more in December than in 1945; 20% more in January than a year earlier; 44% less in January than in December.

During this period, the Rochester stations (WHAM, WHEC, WSAY, with WRNY taking the air Jan. 29 toward the end of the strike) provided the principal means of carrying messages from stores to customers.

With their schedules loaded with network and commercial commitments of long standing, the stations were able to supply only limited availabilities in less desirable periods. Thus the test does not demonstrate radio's ability to sell goods for retailers under controlled conditions such as those prevailing in the Joske's of Texas retail radio study at San Antonio. Instead it shows that the broadcast medium can do the main advertising job for retailers when newspapers are not available, even though stations were unable to supply good availabilities.

The statistical story, based on the Census Bureau's official tabulations, is as follows:

NOVEMBER

ROCHESTER—All sales up 35% over November 1945 (department stores up 31%, others up 41%); all sales up 6% from October (department stores up 12%, others down 2%).

BUFFALO—All sales up 28% over November 1945 (department stores up 17%, others up 44%); all sales up 5% from October (department stores up 12%, others down 2%).

DECEMBER

ROCHESTER—All sales up 30% over December 1945 (department stores up 26%, others up 38%); all sales up 28% from November (department stores up 40%, others up 10%).

BUFFALO—All sales up 30% over December 1945 (department stores up 23%, others up 43%); all sales up 25% from November (department stores up 31%, others up 18%).

JANUARY

ROCHESTER—All sales up 18% over January 1946 (department stores up 16%, others up 21%); all sales down 39% from December (department stores down 54%, others down 15%).

BUFFALO—All sales up 20% over January 1946 (department stores up 9%, others up 31%); all sales down 42% from December (department stores down 54%, others down 31%).

The Census Bureau's monthly retail trade reports are based on the combined sales reports of independent retailers who regularly submit their figures to the Bureau. The figures do not constitute total retail sales in the area but are generally accepted in the trade as accurately reflecting sales trends from month to month. The reports are broken down into kinds of retail business.

Figures used in this article cover the cities of Rochester and Buffalo. The Bureau also supplies figures for the Rochester trading area (Monroe and Wayne counties) and the Buffalo trading area (Buffalo-Niagara area). These figures show the same trends as data covering the cities themselves, varying at the most a percentage point or two.

As deadline for the newspaper strike approached last November, Rochester merchants were worried. Their shelves were stocked with millions of dollars of merchandise in anticipation of a record-breaking holiday season. Traditionally newspaper-minded in their basic advertising policies, many of the retailers feared a long strike would result in their being stuck with quantities of seasonal and holiday merchandise.

WHEC Ready

Like other stations, WHEC had anticipated an impasse in strike negotiations and was ready when the city's two newspapers stopped publication Nov. 8. Gunnar O. Wiig, general manager, had called in his department heads when negotiations were still under way. With Le Moine Wheeler, commercial manager; William J. Adams, program director, and Lowel MacMillen, production manager, he worked out an operating plan.

The basic idea was to provide well-arranged participating features so more merchants could be taken care of in better fashion. Agencies and large time buyers quickly took up all chain-break availabilities. The station desired to take care of its large, regular retail advertisers first, then accommodate those who use radio occasionally, and finally those who wanted only emergency service.

No advertiser was refused service, but the number and frequency of his spots was restricted by the amount of time available. No client or agency objected to this procedure.

Some retailers bought duration quarter-hours and half-hours but these were not numerous because time was scarce. Stephens, large ready-to-wear store, increased its radio by an additional Thursday evening quarter-hour. Hart Food Stores signed a quarter-hour Sunday with the idea of continuing after the strike ended. This has been done. Lauer Furniture Co. signed for a half-hour on the eve of the strike but this was a coincidence, the station having signed a WHEC contract before any merchant had an idea a strike was imminent.

WHEC added both of the local newspapers to its list of advertisers for half-hour periods, producing two newspapers of the air. These programs used five men each and were departmentalized like a newspaper. Comic strips were produced in semi-dramatized form. The two programs did more than anything else to silence weekly newspaper criticism of radio's handling of news, according to WHEC.

Mr. Wiig told BROADCASTING, "The strike was a difficult period but by meeting the challenge for service both on the part of the advertisers and the community at large we feel that our station assisted materially in adding to the

(*Continued on page 80*)

Rochester Newspaper Strike Shows How Radio Delivers for Advertiser

By FRANK E. PELLEGRIN

NAB Director of Broadcast Advertising

AGAIN we have dramatic proof of the power of radio advertising in the three-month Rochester newspaper strike.

Mr. Pellegrin

Radio can do a job for its advertisers in good times and bad, under normal or abnormal conditions, alone or coordinated with other media. We in radio have known this for a long time, and so have thousands of experienced retailers and other radio advertisers. But it is always satisfying to get additional evidence on the subject, such as this Rochester story.

Some of our competitors have attempted on occasion to show that business goes to pieces when their services are withheld by strikes or other causes. The official statistics from Rochester prove that no single medium of advertising is indispensable in this complex age. Radio men, to their credit, do not make claims of indispensability. But radio men can claim, and evidence like this will support them, that in time of civic emergency radio stations can exert that extra effort and readjust their schedules in such fashion as to serve the most critical needs of the community. Business need not suffer when radio makes its powerful and untiring voice render maximum service.

Listeners are loyal to radio. The performance record of the American broadcasting system has led them to expect accurate, swift, faithful service. They rely on radio for good advertising in normal times; that is what has made radio the potent and effective medium that it is. In abnormal times it is only natural that loyal listeners turn to it in greater numbers, for longer periods, expecting more service.

The Rochester stations have demonstrated again how efficiently radio can meet such emergencies. I think their performance can be duplicated, under similar circumstances, anywhere, because it is part of the record that radio consistently meets its challenges and delivers the goods. This story adds another bright page to that record.

NAB Board to Get Code Plans in May

Committee Drafting First Provisions Of Document

FIRST segments of a completely new broadcasting code will be submitted to the NAB Board of Directors when it meets in Washington May 21-22, under plans governing the NAB Special Standards of Practice Committee.

Two subcommittees will report to the main committee May 13, a week in advance of the board meeting. These two groups already have instructions to start drafting standards for commercial and programming operations. They will report to the full committee chairman, Robert D. Swezey, MBS vice president and general manager, at the May meeting.

Meanwhile, they are considering a program of 27 specific points, discussed at the full committee meeting in New York March 31 and at the Program Executive Committee's meeting April 1-2.

In addition they will have the benefit of suggestions from all who desire to toss in ideas on how broadcasters should draw up a code and what they should put in it. The Standards committee invited "all who are sincerely interested in strengthening and improving the American system of broadcasting to submit their suggestions to the committee's secretary, C. E. Arney Jr., at NAB headquarters, 1771 N St., N. W., Washington, D. C.," according to Mr. Swezey.

Conscious of Need

He added, "We in the industry have for years been and are now fully conscious of the need for a well-considered standards of practice to serve as a guide to individual broadcasters. Obviously the task is not an easy one. We have named two subcommittees—one on commercial practices, and another on general program policies.

"The first committee consists of John M. Outler Jr., WSB Atlanta; Eugene Carr, WPAY Portsmouth, O.; Harold E. Fellows, WEEI Boston. The make-up of the second is Edgar Bill, WMBD Peoria; Walter Damm, WTMJ Milwaukee; Gilson Gray, CBS."

Other committee members who attended the March 31 meeting were Roger W. Clipp, WFIL Philadelphia, and C. T. Lucy, WRVA Richmond.

The Program Executive Committee went over the work of the Standards group at its two-day meeting. Mr. Swezey read a report and was commended for "the prompt and vigorous manner in which the writing of a revised code for broadcasters is proceeding."

The Program Committee exercises a parental supervision of the code-writing project since the NAB Program Dept. is charged with the task of enforcing the standards. The committee welcomed Harold Fair, former WHO Des Moines program director, new head of the Program Dept. who takes active charge later this month.

Mrs. Meyers' Attack

Out of the committee's two-day meeting came a lengthy press release based on the thesis that people who complain against radio should have "clean hands." Besides general complaints against destructive criticism, the committee specifically criticized a speech by Mrs. Eugene Meyer, wife of the owner of the *Washington Post*, for statements that radio and film industries are being used for a "vulgarization of the public mind." It then referred to sex material allegedly printed in the same issue of the *Post* and said no radio station would broadcast that sort of thing.

Attending the Program Executive Committee meeting were: Merle S. Jones, WOL Washington, chairman; Mr. Bill; Philips Carlin, MBS; Arthur B. Church, KMBC Kansas City; Herb Plambeck, WHO Des Moines; H. W. Slavick, WMC Memphis; Glenn Snyder, WLS Chicago; Davidson Taylor, CBS New York; E. R. Vadeboncoeur, WSYR Syracuse; James D. Shouse, WLW Cincinnati, and Wiley P. Harris, WJDX Jackson, Miss., board liaison members; Mr. Swezey; and from NAB, President Justin Miller; Secretary-Treasurer Arney, General Counsel Don Petty, and Mr. Fair. Messrs. Miller, Arney and Petty attended the Standards meeting.

To Be Sworn

EDWARD MOUNT WEBSTER, newly-appointed seventh Commissioner of FCC, is to be sworn into his new post April 10, 10 a. m., at his new office, Room 6241, New Post Office Bldg., Washington. Commodore Webster, former communications chief of the U. S. Coast Guard, has been telecommunications head of the National Assn. of American Shipping. He was confirmed to the FCC post March 18 by the Senate [BROADCASTING, March 24].

No 'Czar' Is Needed Miller Informs N. Y. Club

RADIO needs no "czar" to cure its ills, Justin Miller, NAB president, said last week in addressing the New York Radio Executives Club.

Actually it already has several czars, he said, listing them as Congress, the State Governments, FCC, Dept. of Justice, Federal Trade Commission and Securities & Exchange Commission. Each of these, he continued, exercises control over radio.

Speaking on the subject, "Does Radio Need a Czar?" he said that what is needed is "constructive, collaborative thinking" to exert a "measure of self-discipline."

Judge Miller called for calm in the face of what he thought was hysterical criticism and urged that radio pursue the less spectacular course of disciplining itself by adopting standards of practice.

He pointed out that "broadcasting people" were already "busily engaged" in revising and expanding standards of practice. This was clearly a reference to the appointment earlier in the week of two NAB subcommittees to carry on preliminary work on a new NAB code.

How Is Czar Chosen?

The appointment of a czar, he said, would create grave difficulties. Among them would be a clash of power between the czar and established governmental agencies which exercise control over broadcasting. "What would a czar be; is he an investigator, a reporter, a prosecutor?" Judge Miller wondered.

Who would select a czar? Judge Miller warned that an appointment by a "combination" of agencies like the NAB, the American Assn. of Advertising Agencies and the Assn. of National Advertisers "would bring us into danger from anti-trust investigation."

Nor could advertisers appoint

(*Continued on page 85*)

FTC Commissioner Mason Urges Trade Practice Conference Idea Be Revived

RESURRECTION of the trade practice conference as a device to "broaden the base of business responsibility" is the aim of Federal Trade Commissioner Lowell B. Mason.

Commissioner Mason would like to see the gulf between government regulatory bodies and business overcome by the efforts of industry itself. And this, he believes, is no "idle dream." There is nothing new about trade practice conferences. Under the FTC such conferences have been taking place for 20 years, but Mr. Mason points out, "there hasn't been enough follow-through."

Thus he wants to see industry set its own fair-trade practices, agree upon them in consultation with the FTC, and then abide by its own regulations with the Commission standing by "not so much as a policeman with a club, but as an administrator."

Business Men Responsible

Mr. Mason's enthusiasm for trade practice conferences arises out of his conviction that "the average American business man wants to be honest and decent, and is responsible enough to give expression to his own morality."

The trouble with trade practice conferences as they have tended to operate in the past, he declared, is that once a conference is held it is considered to be a closed book. "In other words," he added, "it is like the high school student who graduates and then feels that he is through with education. Trade practice conferences must have continuity so that both the FTC and industry can keep track of business developments."

COMR. MASON

Mr. Mason's fight for wider implementation and acceptance of the trade practice conference amounts to a campaign for a new philosophy of business-government relations. He is carrying his views to Kansas this week and will address groups at the U. of Kansas the end of this week.

He is also being given NBC's public service program at 10:45 Friday for a network-wide talk on the trade practice conference.

Mr. Mason was appointed to the FTC by President Truman in October 1945. He is a native of Illinois has practiced law in Chicago and the capital. He served as assistant corporation counsel in Chicago in 1916, was a member of the Illinois State Aviation Commission in 1927, and general counsel for the National Industry Recovery Board in 1934.

He came to Washington in 1935 as counsel for the Senate Committee investigating NIRA.

He is a Republican, an outspoken foe of "gobbledygook," and an advocate of "plain direct language."

BEST DRESS BUSINESS*

—since the store opened

*EXCEPT CHRISTMAS

Down here in Richmond, there's a dress shop called The Dixie Shop. It's on highly-competitive Broad Street.

For about a year they used newspaper and direct mail.

Then in February, this year, they bought a half-hour show on W-L-E-E . . . "The Dixie Shop Amateur Show."

The week end of March 15th was the highest volume week end (except Christmas)—since the store opened!

And there's been a definite trend toward more business, better traffic into the shop, and up-grade in clientele.

It's another sales success story for W-L-E-E, your best bet in Richmond.

W·L·E·E

Mutual in Richmond

TOM TINSLEY, DIRECTOR ▪ **IRVIN G. ABELOFF, GENERAL MANAGER** ▪ **REPRESENTED BY HEADLEY-REED**

Radio Ready for Phone Strike Crisis

No Service Interruptions Are Anticipated by Networks

WHETHER or not the threatened telephone strike occurred today (Monday) the radio industry was prepared to continue its services.

There were conflicting claims as to what effects a strike involving 287,000 telephone workers (members of 39 of the National Federation of Telephone Workers' 49 unions) might have. The union said that a nationwide walkout would tie up radio networks, long distance lines, transoceanic service, information and other special services.

But the radio networks, as well as the American Telephone and Telegraph Co., against which the strike would be directed, minimized the possible effect.

Telephone company officials were reliably reported to have assured the networks that long lines service used to carry programs would be uninterrupted by the proposed strike.

Supervisory personnel, it was said, would be in adequate force to keep the lines in operation. Only unpredictable damage of major nature would impair the service, it was believed.

The networks were understood to have notified affiliates of their intention to continue all program operations in the belief that the lines would be maintained.

'Wait and See' Policy

Aside from carefully watching the developments of the strike situation at the telephone company and keeping their affiliates informed, none of the networks was making serious precautionary plans in connection with the threatened walkout. As one network executive said, "There's nothing we can do but wait and see."

Comments from the networks were as follows:

NBC said it was depending on its no-strike clause with the National Assn. of Broadcast Engineers and Technicians, and that unless some major line trouble developed it anticipated no disruption of broadcasts.

MBS said it was taking no special steps and would function as well as possible under the circumstances.

CBS commented that "we believe our permanent circuits are sufficiently flexible . . . between our major centers of origination to enable us to keep functioning."

ABC made no official comment.

FCC Expresses Concern

Meanwhile, FCC expressed concern over the entire strike picture so far as it affects communications. The Commission not only was disturbed by prospects of an immediate nationwide telephone strike but also by the threatened Western Union walkout at a later date.

In general, here is what can be expected if the telephone workers leave their jobs:

Supervisory employes will handle emergency calls, both long distance and local.

Non-emergency long distance calls cannot be made.

Dial telephone calls may be made as usual.

Supervisory employes will handle as many toll calls (those without dials) as possible.

Police and fire department communications will operate as usual. NFTW warned that its policy was to furnish emergency service in all localities where telephone workers are on strike "as long as management of the respective companies makes no attempt to assign management personnel to the performance of non-management duties."

A major development in the strike picture occurred last week when the House Labor Committee by a 16-3 vote reported out a bill sponsored by its chairman, Rep. Fred A. Hartley Jr. (R-N. J.), which would empower President Truman to ban through court action nationwide strikes affecting the public interest. This would be accomplished by amending the Norris-LaGuardia Act, which prohibits the use of injunctions in private labor disputes.

But there was general agreement that the Hartley bill could not possibly be enacted in time to prevent the telephone strike. The measure was not scheduled to reach the House floor before tomorrow (Tuesday).

Seizure Possibility

Government seizure of the far-flung telephone industry was another possibility, but President Truman told reporters he did not think he had the power to seize the industry. However, following a Cabinet meeting Friday Attorney General Tom Clark gave Labor Secretary Lewis B. Schwellenbach an informal, verbal opinion to the effect that the President had the power to seize the industry in the event of a strike. Mr. Clark said, however, he was not putting any seizure machinery in motion.

The Labor Dept. appeared to be concentrating its efforts on effecting some sort of an agreement between the American Telephone and Telegraph Co., parent of the Bell System companies, and the American Union of Telephone Workers, long-lines affiliate of the NFTW.

"The Value of This Radio Activity..."

(Editor's Note—Testifying before the Subcommittee of the House Committee on Appropriations, in hearings just concluded, Gen. Omar N. Bradley, Administrator of Veterans Affairs, paid an impressive tribute to radio. The portion of his remarks relative to broadcasting are reprinted here. They were made in executive session March 17 and were released March 28.)

HOW WELL this activity has paid off can be easily illustrated by our radio activity. This radio staff consists of 25 persons, 8 of them in our Central Office and 17 of them in the field. Salaries of these 25 persons for the first 7 months of this fiscal year have amounted to $92,212. Another $17,609 has been spent on the manufacture of records and on promotional material to interest stations in using those records.

Gen. Bradley

In return for this investment of $109,821 by the Veterans' Administration, the radio industry has already contributed $5,170,889 in time and talent for veterans' broadcasts. This represents a return of 4,700 percent on our original outlay.

At no time have we spent a single cent for time on the air or for talent of any kind.

The recorded series of *Here's To Veterans* is now being used by 900 local radio stations throughout the United States. This program alone has resulted in 20,000 informational broadcasts—a total of 5,000 hours on the air for the first 7 months of this fiscal year. The *Assignment Home* program sponsored by the Columbia Broadcasting System in cooperation with the Veterans' Administration won the award for the "Best Public Service of 1946."

No one can possibly estimate the value of this radio activity in bringing to veterans precise and accurate information on the benefits to which they are entitled. I am convinced myself that it has greatly amplified and increased the effectiveness of our contact service at a bare fraction of the cost that might have been involved. Our Radio Advisory Council, consisting of top-level representatives from the industry, has termed it an outstanding demonstration of Government-Industry cooperation in the public interest.

Hearings on Clears To Resume June 2

Proceeding Expected to Last Until Early Autumn

RESUMPTION of the clear-channel hearings June 2 was ordered by FCC last Thursday, but observers still considered it unlikely that the long-drawn proceeding will be finally completed before early fall.

The June session, first since last Aug. 5, will be held before Comr. Rosel H. Hyde "and such other Commissioners as may be able to attend the hearing," FCC ordered. Presumably it will continue until all evidence has been submitted, which authorities estimated would require from one to two or three weeks.

The Commission's order provided that "following the closing of the record and before a report is issued by the Commission, all interested persons will be given a reasonable opportunity to file briefs before the Commission and to present oral argument before the Commission *en banc.*"

En Banc Session

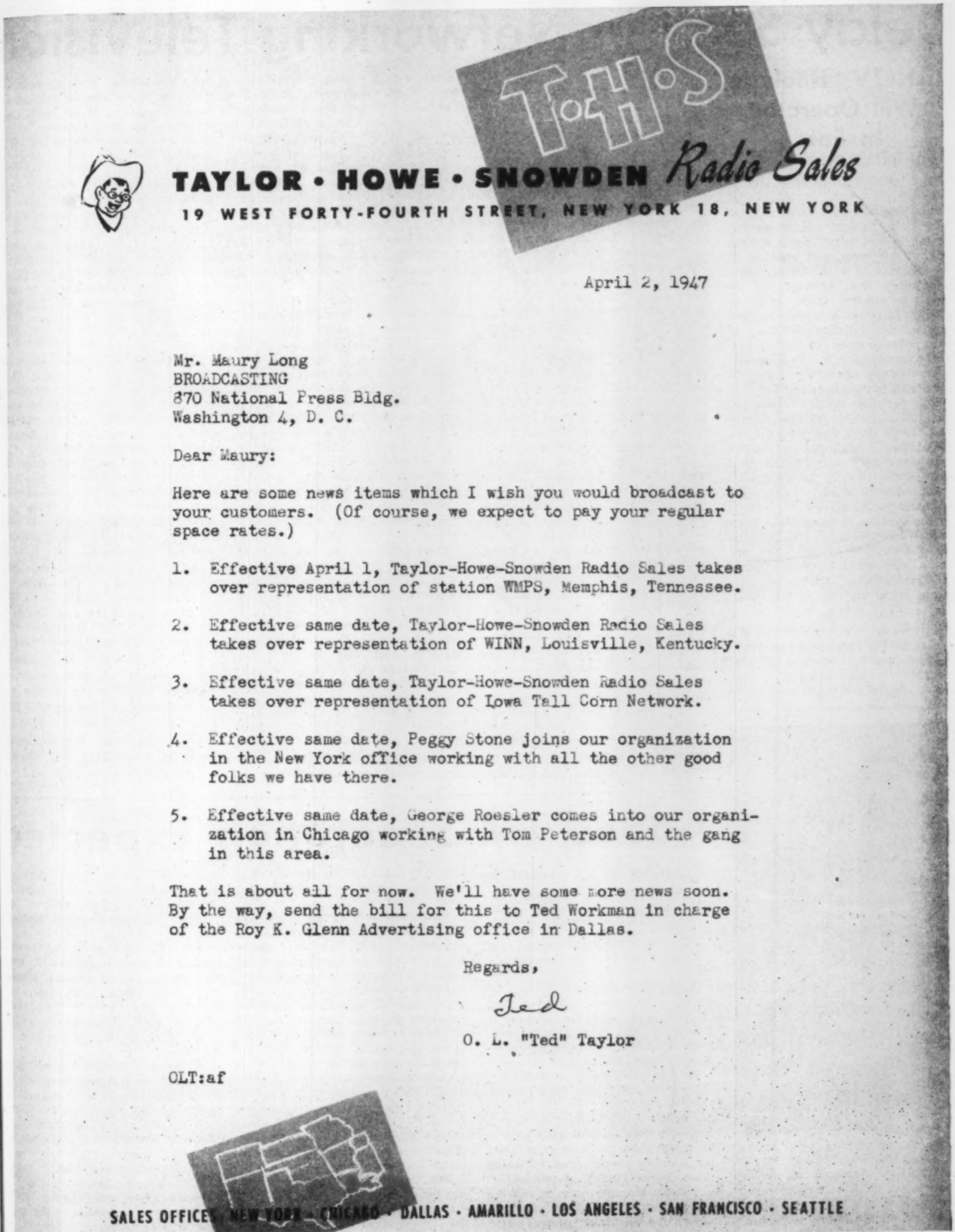
It was not thought likely that the *en banc* session would be held before September, because of the time needed to prepare briefs and arguments and because the International Telecommunications Conference at Atlantic City will engage the time and attention of Chairman Charles R. Denny, Comr. E. K. Jett, and also E. M. Webster, who takes over a Commissionership this week.

The plan to have the June session held before a single Commissioner "and such other Commissiners as may be able to attend" was known to be disappointing to the Clear Channel Broadcasting Service, although its officials made no comment. Heretofore the hearings, which started in January 1946, have been *en banc* sessions, and CCBS is slated to present the principal portion of its case at the June phase.

Realignment Plan

The CCBS presentation will include its plan for realignment of clear channel stations whereby at least 20 would operate with 750 kw and so that each of the four major networks would have five such stations to carry the four different program services [BROADCASTING, Oct. 28, 1946].

The Regional Broadcasters Committee, leaders of the fight to break down the clears, also may have further evidence to present in June. The networks have been engaged in studies of program-service duplication and may present their findings during the session, and it also was thought the Commission might project a plan of its own for improving program service before the June phase is completed.



T·H·S

TAYLOR • HOWE • SNOWDEN *Radio Sales*

19 WEST FORTY-FOURTH STREET, NEW YORK 18, NEW YORK

April 2, 1947

Mr. Maury Long
BROADCASTING
870 National Press Bldg.
Washington 4, D. C.

Dear Maury:

Here are some news items which I wish you would broadcast to your customers. (Of course, we expect to pay your regular space rates.)

1. Effective April 1, Taylor-Howe-Snowden Radio Sales takes over representation of station WMPS, Memphis, Tennessee.

2. Effective same date, Taylor-Howe-Snowden Radio Sales takes over representation of WINN, Louisville, Kentucky.

3. Effective same date, Taylor-Howe-Snowden Radio Sales takes over representation of Iowa Tall Corn Network.

4. Effective same date, Peggy Stone joins our organization in the New York office working with all the other good folks we have there.

5. Effective same date, George Roesler comes into our organization in Chicago working with Tom Peterson and the gang in this area.

That is about all for now. We'll have some more news soon. By the way, send the bill for this to Ted Workman in charge of the Roy K. Glenn Advertising office in Dallas.

Regards,

Ted

O. L. "Ted" Taylor

OLT:af

SALES OFFICES: NEW YORK · CHICAGO · DALLAS · AMARILLO · LOS ANGELES · SAN FRANCISCO · SEATTLE

Delay Seen in Networking Television

First TV Hookups Will Operate In East

By BRUCE ROBERTSON

THE television broadcaster who is counting on getting a large part of his program fare from a video network in typical AM broadcasting style had better take a long look at his map, and another at his calendar. For it will be years—certainly five, perhaps ten or longer — before there will be enough facilities available to provide for the fulltime operation of four coast-to-coast television networks comparable to the four major networks operating today in the standard broadcasting field.

But perhaps that's looking at the gloomiest side of the picture first. Let's shift our attention to the Atlantic Seaboard, which almost inevitably will be the first part of the country to have television network service. Taking the brightest possible facet, let's focus on the section between New York and Washington, which for the past year have been connected with an AT&T coaxial cable capable of transmitting television programs from one city to the other.

Shared-Time Plan

At present two transmitting and two receiving terminals are available and used to operate the two coaxial circuits between these cities, one of which transmits in the direction of Washington, the other in the direction of New York. Three television stations are currently in operation in New York, each the potential key station of a video network. So far their use of the New York-Washington circuit is limited to a shared-time arrangement, with certain special telecasts such as the President's recent address to Congress on the Greek loan pooled and broadcast by all three New York stations. But for independent operation each is limited to two days a week and every third Sunday, not a very solid basis on which to set up a network operation.

More Terminals

The present set-up does not provide for cut-ins along the route, but the telephone company expects to have two more terminals of each type—transmitting and receiving—ready for use about Oct. 1 of this year. When these are ready it will be practicable to connect both Baltimore and Philadelphia into the circuits for either transmitting or receiving, so that programs originating in any of the four cities may be broadcast simultaneously in the other three.

But by fall or early winter it is anticipated that New York will have five television stations, Philadelphia four, Baltimore three and Washington four. The time division problem for use of the coaxial cable will be even tougher during the winter of 1947-48 than it is now. By the second quarter of 1948 the phone company hopes to alleviate this somewhat by adding two more video circuits between New York and Washington, making a total of four circuits, three running southward from New York, one north from the Capital. If additional terminal equipment is also available then this would be a decided improvement, but still far from perfect for the establishment of competitive video networks.

Meanwhile, Bell System crews are busily laying cable in other parts of the country. If present schedules are met, the coaxial cable across the South, connecting Atlanta and Los Angeles, will be completed by fall. A Buffalo-Cleveland coaxial connection is under construction, as are a number of other links. "Present plans indicate," AT&T reported last week, "that if service is desired a television circuit in each direction between New York and Chicago could be provided for service during the latter part of 1949." Presumably that connection, like the one between New York and Washington, would begin as a two-city hook-up only, with other cities being added gradually as terminal equipment becomes available.

But coaxial cable is not the only means of networking television signals from city to city. As long ago as Jan. 1941 RCA demonstrated a radio relay system for television by showing in New York pictures picked up at Camp Upton, Long Island, and brought to the city by a series of automatic relay stations. Last fall the Bell System utilized radio relays to take telecasts of three Army football games from the stadium at West Point to NBC's transmitter atop the Empire State Bldg. in New York.

NBC video programs each week are regularly sent by radio relays to Philadelphia and to Schenectady for simultaneous rebroadcast in those cities. Why can't these be extended into regional or national television networks? Why couldn't Western Union, which in the fall of 1943 took over the RCA radio relay system for use in transmitting its telegraphic services, offer a network service to television broadcasters? What about applying IT&T's pulsetime multiplexing system to television? What about the mountain-top microwave relay chain for television projected two years ago by Raytheon Mfg. Co.?

Further Tests Needed

The answers to those questions seem to add up to the single statement that until further equipment has been installed and further tests have been made no one can say just how successful long-distance radio relay transmission of video programs will be. Aside from the relatively short New York-Philadelphia and New York-Schenectady radio relays, most tests have been with narrow-band signals for telephone, telegraph, teletypewriter and similar services.

AT&T is actively experimenting with radio relays, too. Work on an experimental radio relay link between New York and Boston is progressing "on schedule," the company said last week, "and it should be available for television transmissions in either direction between those cities during the third quarter of this year." AT&T also has applied to the FCC for authority to install terminal equipment in New York and Chicago

(*Continued on page 88*)

FLOODLIGHTS aided in final preparations for getting new Arlington, Va., station, WEAM, on the air. Station management decided upon night work to complete tuning work at the tower so WEAM could go on air today as a 1 kw daytime outlet on 1390 kc.

Added FM Separation Expected

FCC Plan for Reallocation May Be Announced This Week

FCC EXECUTIVES and staff members were working steadily last week toward an early reallocation of FM channels, with the likelihood that three, four or five-channel separation for stations in the same area would be ordered and, ultimately, perhaps an extension of the FM band.

It was considered possible that the reallocation plan [BROADCASTING, March 17, 31] would be ready for announcement late this week. But most authorities regarded it as more likely to come next week or possibly early the following week, as originally estimated.

Three different plans of solving FM's interference problems were known to be under consideration within the Commission. Authorities said "each has its virtues," but it had not been definitely decided which would be chosen.

Sentiment late in the week appeared to favor a four-channel separation (800 kc) for same-city stations in most areas—in lieu of the present alternate-channel (400-kc separation) plan—with separation of only three channels probable in some sections and of as much as five channels in others, depending upon geography and demand for frequencies.

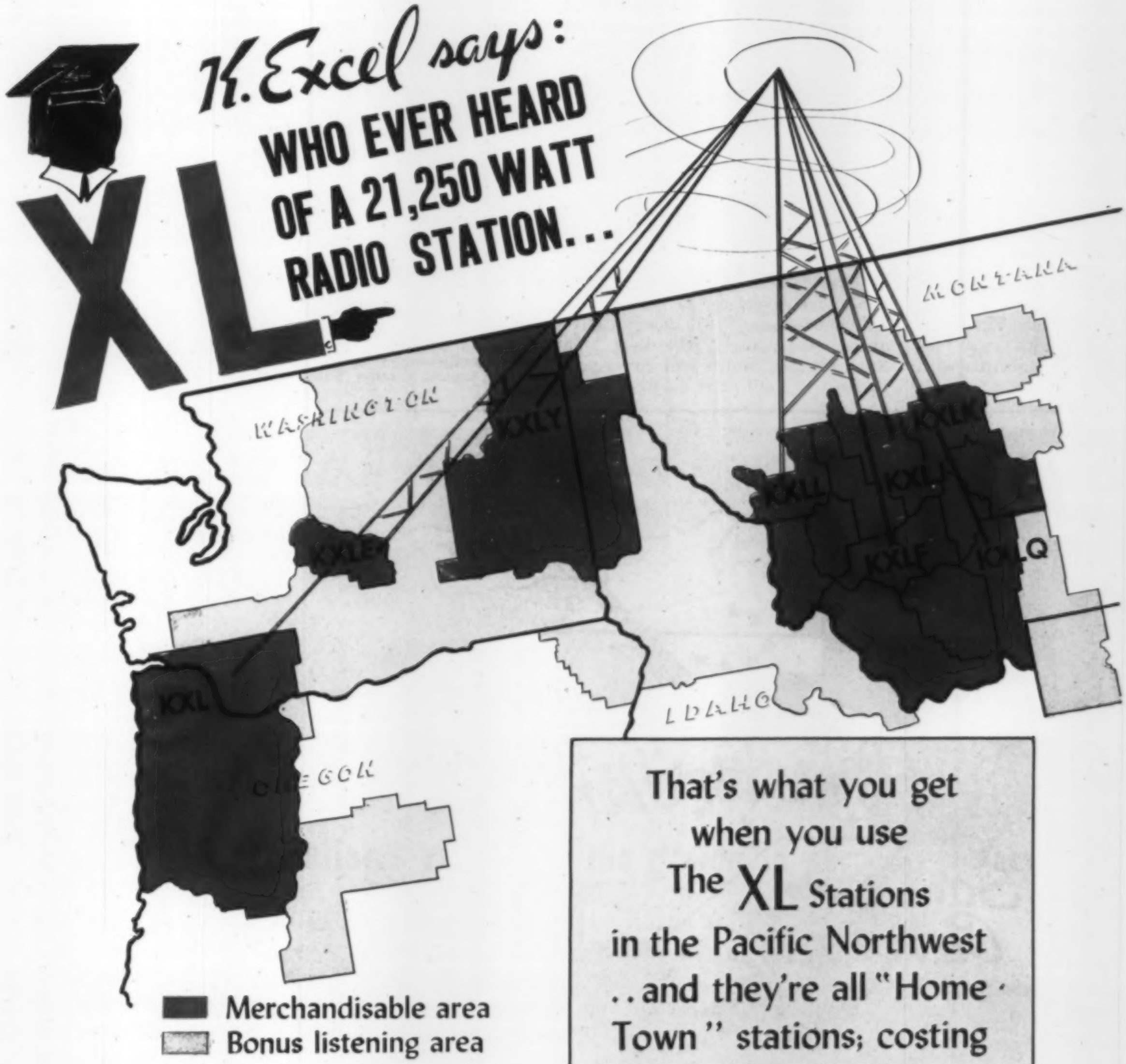
Relocation of existing stations is not expected to be ordered, but it was thought that in the future new Class B stations may be required to locate out of town to minimize cross-talk possibilities in blanket areas.

FCC authorities conceded that the interference problems and the difficulties of dialing stations under the present alternate-channel plan of allocation are "very serious," but reiterated that they can be overcome. The major interference problem, they said, is not "drift" interference, but blanketing.

The full ramifications of the projected channel realignment were not known. It is possible, officials said, that Class A channels will have to be scattered throughout the FM band instead of retained in a group at the top of the band as at present.

Nor was it known whether or to what extent channel availabilities in given areas might be reduced by widening the separations. Some sources thought the number of channels allocable would be reduced only in a few instances.

FCC officials were said to feel that the present 80 commercial FM channels are insufficient for future needs but an extension of the band was considered more a long-range than an immediate prospect.


K. Excel says:
WHO EVER HEARD OF A 21,250 WATT RADIO STATION...
XL
MONTANA
WASHINGTON
IDAHO
OREGON
KXLY
KXLE
KXL
KXLL
KXLK
KXLJ
KXLF
KXLQ
Merchandisable area
Bonus listening area

That's what you get when you use The XL Stations in the Pacific Northwest ..and they're all "Home Town" stations; costing less combined than any single, clear channel "visiting station"

Located in the areas where the people live ... two and a half million of them

Offices

Box 1956—Butte, Montana
Symons Building—Spokane, Wash.
Orpheum Bldg.—Portland, Oregon
6381 Hollywood Blv'd.—Hollywood 28
79 Post St.—San Francisco 4
The Walker Co. 551 5th Ave., New York
The Walker Co., 360 N. Mich., Chicago

PACIFIC NORTHWEST BROADCASTERS

RWG WILL TAKE STRIKE VOTES IN THREE CITIES

STRIKE VOTES will be taken this week by three regions of the Radio Writers Guild which is seeking to open negotiations with networks for contracts covering free lance writers.

Votes will be taken tonight (April 7) in New York and Hollywood and tomorrow night in Chicago. If a strike is approved by the membership, the date of a walkout will be set by the Guild's national strategy committee.

The Guild seeks a union shop, licensing of literary material, abolition of the release form by which writers now sign away certain of their rights to networks and agencies, and establishment of minimum working conditions. The Guild charges that networks have refused to bargain in connection with free lance writers.

CONTESTS KEYED TO GALLUP POLL

Radio Among Media to Be Used in P & G Spic and Span Division Campaign

WHAT IS BELIEVED to be the first national contest with prizes awarded on results of a survey conducted by the Gallup Poll was announced this week in Chicago.

Spic and Span division of Procter & Gamble, through Dancer-Fitzgerald-Sample Advertising, Chicago, will use radio, newspapers and magazines to conduct five weekly nationwide contests with over 560 awards valued at $70,000.

According to the Gallup survey, postwar needs of the American public are given as (1) homes, (2) automobiles and (3) home appliances. Accordingly, the Spic and Span contest, which will run April 13-May 17, will offer as first prize a fully-equipped prefabricated home, plus $4,000 to pay for purchase of a lot, construction, painting, plumbing, wiring and landscaping. Second prize in the weekly contest is a 1947 Chevrolet sedan. Other prizes include 10 Eureka home cleaning units and 100 Eureka cordless electric irons.

Awards will be made on the basis of the best 25-word or less statement endorsing product. Spic and Span currently sponsors *Life Can Be Beautiful*, NBC, and *Perry Mason*, CBS, and will use closing announcement on *Jack Smith*, CBS.

STUDY of the effect of motion pictures and radio on juvenile delinquency has been recommended by sub-committee of Los Angeles County Youth Committee.

Virginia
WPTF
RALEIGH
North Carolina
South Carolina

Home Grown Proof-

● **Clients in 47 different towns and cities in WPTF's listening area advertise regularly over WPTF. The action of these local and regional on-the-spot advertisers is intimate proof that WPTF is the number one salesman in North Carolina, the South's number one state!**

WPTF 680 KC **50,000** WATTS NBC AFFILIATE

Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

NEW KMOX TRANSMITTER TO BE DEDICATED TODAY

DEDICATION of the new transmitter of KMOX, 50-kw St. Louis CBS outlet, is scheduled for today (Monday). Special broadcasts followed by a banquet at Hotel Jefferson are planned. Ceremonies will be attended by 400 leading citizens of Missouri and by three top CBS executives, Frank Stanton, president of the network; Howard Meighan, vice president in charge of station administration; and J. L. Van Volkenburg, general sales Manager of Radio Sales, network's spot broadcasting division.

The new transmitter, manufactured by Westinghouse, is located at Stallings, Ill., 10½ miles northeast of downtown St. Louis. Tower is 470 feet high. Engineering measurements indicate that the transmitter, located on a 40-acre plot, will enable KMOX to serve approximately 25% more radio homes than at present. Harry Harvey, KMOX director of engineering, reports that there are 95,000 feet of copper wire buried under the ground on the tract. Two artesian wells have been dug on the property, one for cooling purposes and the other as a permanent water supply.

Philip Morris Co. Signs For Two Mutual Serials

PHILIP MORRIS & Co. Ltd., New York, through Cecil & Presbrey, New York, begins sponsorship of two MBS daytime shows, *Queen For A Day* and *Heart's Desire* this month.

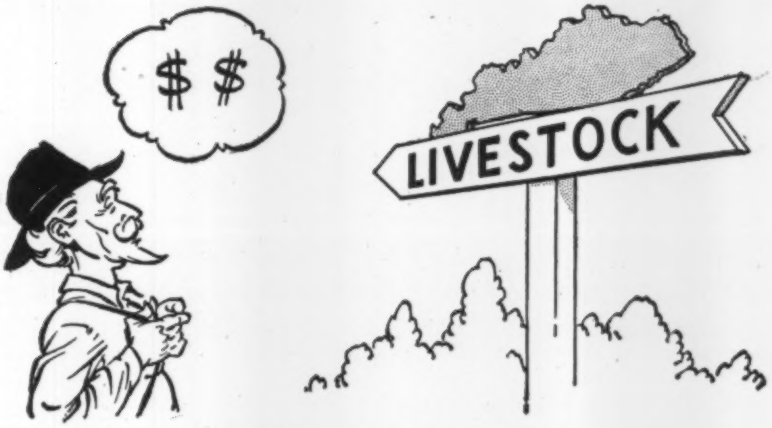
The cigarette firm will sponsor the second 15-minute segment of *Heart's Desire*, which has been tested on a small number of MBS stations for the past four months and will be heard Mondays through Fridays, 11:30 a. m.-12 noon. *Queen For A Day* is heard Mondays through Fridays, 2-2:30 p. m., and Philip Morris and Miles Labs., will alternate each day as to sponsorship of the first and second 15-minute periods. Exact starting time of the sponsorship has not been set.

Zenith Radio's 9-Months Net Loss Near $315,000

A NET loss for the nine-months period ending Jan. 31 amounting to $314,969 after depreciation, excise taxes, normal reserves and provision for income taxes of subsidiaries was reported by Zenith Radio Corp., Chicago, this week.

E. F. McDonald Jr., Zenith president, estimated the firm's consolidated operating profit for the three-months period ending Jan. 31 at $526,006. Mr. McDonald said Zenith has operated at a profit for the first time since the removal of OPA price ceilings last November, despite the consolidated net loss.

Kentucky leads the nation in AGRICULTURAL GAINS



LIVESTOCK...

the shift is on in Kentucky

where 1946 agricultural yields *led the nation* in percentage gains

In 1940 Kentucky livestock marketings were $71,825,000.00.

IN 1945 this source of income for the Kentucky farmer had jumped to $175,716,000.00—*A GAIN OF 144%!*

Incidentally . . .
Kentucky poultry and dairy products are each $25 million ahead of the 1935-1939 average.

AND REMEMBER —both Kentucky, the nation's 18th agricultural state, and Southern Indiana, with a farm income of $85 million, *look to Louisville!*

WRITE FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GROWTH

Address request to Radio Station WHAS, Louisville 2, Kentucky

LOOK
TO
LOUISVILLE

Radio Station
WHAS

The ONLY radio station serving ALL of KENTUCKIANA

Represented nationally by Edward Petry & Co., Inc.

--why time buyers get old before their time

Picture the poor time-buyer, besieged by radio stations all over the nation, each with positive reasons why its station is best.

Mr. Time-Buyer, we know what you are going to do before you buy—you're going to get the facts.

Dollar for dollar, and listener for listener, we know what your decision will be in Memphis.

—the station with the billion dollar market area

WMC

★ MEMPHIS • NBC • 5000 WATTS

DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES, THE BRANHAM CO

MEMPHIS' **DOMINANT** RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

Top Agency Executives Will Discuss Advertising Problems at AAAA Meet

THE NATION'S top agency executives will discuss the problems facing American advertising at the annual meeting of the American Assn. of Advertising Agencies April 16 and 17 at the Waldorf-Astoria in New York, it was announced last week by Frederic R. Gamble, president of AAAA.

Particular importance will be attached to this year's meeting, said Mr. Gamble, "because it will focus attention on unsettled national and international conditions that affect advertising plans."

Alternating as presiding officers will be Sigurd S. Larmon of Young & Rubicam Inc., chairman of the AAAA board of directors, and J. C. Cornelius of BBDO Inc., vice chairman of AAAA.

Arrangements will be handled by the AAAA operations committee consisting of Mr. Larmon, chairman; Melvin Brorby, Needham, Louis and Brorby Inc.; Mr. Cornelius; James H. S. Ellis, Kudner Agency Inc.; Mr. Gamble; Philip W. Lennen, Lennen & Mitchell Inc., and Fletcher D. Richards, Campbell-Ewald Co. Inc., Eastern Division.

Details of the program agenda are expected to be announced soon.

Work Begun on New Site For WSAV Transmitter

WORK has now started on the clearing, grading and foundation work on the new transmitter site for WSAV Savannah. Three 400-foot Truscon self-supporting structural steel towers will be erected on Oatland Island, with the center of the tower carrying a four section RCA pylon antenna for the final 54 feet of its altitude. Surrounding the three towers, more than 35 miles of bare copper wire will be buried in the marsh for a ground system.

WSAV will operate on a new wavelength of 630 kc, with 5 kw. The transmitter is an RCA. Herben Daniel, WSAV president and general manager, estimates that actual construction will be completed in four months, at a cost of over $100,000.

Armlocked Sailor

WHEN ATTACKED with a rum bottle, a few holds of judo come in pretty handy, Lade Conlee, WHBQ Memphis program director, decided last week. He was leaving the studios when the quart-size rum bottle connected with his head. When things cleared up a little, he saw his assailant, a sailor, running up the street. Mr. Conlee took out after him, caught him, applied the judo armlock, and marched him eight blocks around Memphis looking for the law, despite the fact that the sailor outweighed him and was eight years younger. The Shore Patrol finally took charge. The sailor said robbery was original intent.

WDMG Douglas Takes Air As Daytime Station

WDMG, operating under the name of Downing Musgrove, Broadcasting, took the air in Douglas, Ga., on March 15 with 1 kw on 860 kc, daytime. Owner and general manager is Downing Musgrove, lawyer and farmer, new to radio.

WDMG's studios and offices are located in Radio Center Bldg., Douglas. Studios are designed for FM as well as AM broadcasting. Equipment is Raytheon, with a 250-ft. wind-turbine tower.

Staff, in addition to Mr. Musgrove, includes: James W. Hayes, most recently of WFRP Savannah, program director; Al H. Evans, formerly of WATL Atlanta, WFLA Tampa, WTOC and WFRP Savannah and WROL Knoxville, commercial manager; LaVerne Evans, musical director; Helen Sawyer, continuity director; Vivian Beasley, head of traffic; Michael Davis and John Howard, announcers; John Hall, engineer.

Caldwell, Ida., Station Goes On Air With 250 w

KCID Caldwell, Ida., owned by Caldwell Broadcasting Co. and associated with the *Caldwell News-Tribune*, was scheduled to take the air about April 1. Station is licensed to operate fulltime with 250 w on 1490 kc.

KCID later plans to have an FM affiliate, and the 360-ft. KCID tower has been designed so that FM antenna can be installed atop it.

H. R. McCosh, formerly of KALW and KYA San Francisco and KWBR Oakland, is manager of KCID. Two other key staff members also formerly were with KWBR—Max Day, chief engineer, and Robert C. Mehan, program director.

RRA to Meet

THE RELIGIOUS RADIO ASSN. will hold its first annual meeting May 2-4 in connection with the Institute for Education by Radio at Columbus, Ohio, it was announced last week by Willard Johnson, president of the organization. First session on May 2 will consist of discussions by Protestant, Catholic and Jewish leaders in religious broadcasting and second session May 4 will constitute annual meeting with election of officers and making plans for future work.

FOR 24 YEARS

(SINCE APRIL 2, 1923)

it's been WOW-the Leader!

RADIO WOW, Omaha, this month, ends 24 years of service to its listeners and its advertisers. And yet WOW is young, vigorous, alert—stronger than ever in "local identity".

Despite the addition of many new stations, power increases, and network changes in its area, WOW now has the largest and most loyal audience in its history.

● Why is WOW still the big "Radio Omaha" and getting better every day? Because it delivers a clear, strong signal (590 kilocycles, 5000 watts). Because it has the best programs and news at all hours (NBC affiliation and a large competent local program staff). Because it offers—John J. Gillin, Jr. management ("know-how" of the first order!)

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

KMOX Newsmen to Vote On Guild Representation

NATIONAL Labor Relations Board, in a ruling issued March 31, has directed that an election by secret ballot be conducted within 30 days to determine whether or not news writers at KMOX St. Louis wish to be represented by the St. Louis Newspaper Guild, Local 47 of the American Newspaper Guild (CIO).

The question concerning representation, the NLRB found, revolves around the refusal of the Columbia Broadcasting System, operating KMOX, to recognize the Newspaper Guild as the exclusive bargaining agent until either the Guild or the American Federation of Radio Artists has been certified by NLRB as the appropriate bargaining unit for the news writers.

Hearing in the case was held at St. Louis Oct. 4, 1946.

FCC REVISES ITS ABC

Issues New Version of Primer Covering Basic Administrative Facts

A NEW *ABC of the FCC*, designed to answer basic questions about the Commission and its functions, has been prepared by FCC's Office of Information.

The nine-page release is a sequel to a 1940 booklet of the same type and name. It is intended to bring the 1940 material up to date in view of marked increases in activity since the war. Present plans are to make it available to the public through the Government Printing Office.

In question-and-answer form, the *ABC* discusses briefly such questions as the object and nature of FCC regulation; the origin and administrative set-up of the Commission; broadcast-application procedure; qualifications of applicants; assignment of call letters, and FCC activity in other lines.

It reports that FCC is forbidden to censor programs; that there are more than 1,200 broadcast stations plus more than 1,000 under construction; and that there were more than 60,000,000 receivers in late 1946. These compare with 826 stations and about 45,000,000 sets reported in the 1940 *ABC* edition.

KSYL to Join NBC

KSYL Alexandria, La., will join NBC about May 1 as the network's 167th affiliate. Owned by the Fox Broadcasting Co.. KSYL operates with 250 w on 1400 kc.

CBS DECLINES TO AIR JEFFERSON DAY SPEECH

CBS rejected the broadcast of President Truman's Jefferson Day dinner address, terming it a political speech. It was carried, however, by the other three major networks from 10:30-11 p. m.

An official announcement by CBS explained the action as follows: "Inasmuch as both the Lincoln Day and Jefferson Day dinners are, in effect, political gatherings, CBS has never considered this type of program a four-network job. In the past, CBS has, on occasion, carried these broadcasts when the time was available. This year, however, CBS has decided not to carry it."

Goodman Selected

BENNY GOODMAN will assume a new role commencing April 14 when he becomes consulting director of popular music programs on Russian language broadcasts, the State Department announced last week. Mr. Goodman will select the recordings and provide a daily script to be read in Russian.

RDG Pledges Aid In Improving Radio

MEMBERS of the Hollywood, Chicago and New York chapters of the Radio Directors Guild, meeting in Chicago March 23-25 for their first national convention, adopted a resolution volunteering their services to the FCC, NAB and the proposed Broadcasters Advisory Council for the general improvement of local and network programming.

In the March 24 session, the group elected Mr. McGill as president of the National Radio Directors Guild, with T. Fairbairn Smith, president of the Los Angeles chapter, as first vice president. Other officers include Burr Lee, Chicago RDG president, second vice president; George Zachary, original president of the New York chapter, third vice president; Phil Cohan, Los Angeles, secretary, and Tony Leader, past president of the New York RDG, treasurer.

Members also appointed Newman H. (Nicky) Burnett, executive secretary of the New York RDG, as fulltime national executive secretary.

The guild members also approved a resolution to investigate organizing directors in other cities, with possibility that Washington would be the first to ask for a charter.

Convention delegates also approved resolution to appoint a committee at a later date to (1) establish minimum rates for members in each of the three RDG chapters, and (2) consider television directors for membership.

THE BRANHAM COMPANY

representing

WMOB *Mobile, Ala.*
WLAY *Muscle Shoals, Ala.*
KTHS *Hot Springs, Ark.*
KFMB *San Diego, Calif.*
KWKH *Shreveport, La.*
WRBC *Jackson, Miss.*
WCPO *Cincinnati, Ohio*
WORD *Spartanburg, S. C.*
WTJS *Jackson, Tenn.*
WNOX *Knoxville, Tenn.*
WMC *Memphis, Tenn.*
KRIC *Beaumont, Texas*
KWBU *Corpus Christi, Texas*
KAND *Corsicana, Texas*
KRLD *Dallas, Texas*
WCHS *Charleston, W. Va.*
WBLK *Clarksburg, W. Va.*
WSAZ *Huntington, W. Va.*
WPAR *Parkersburg, W. Va.*

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
KANSAS CITY
SAN FRANCISCO
LOS ANGELES

THE SPOT FOR

"SPOT"

National Advertisers Currently Using WCAO For "Spot" Programming:

ADAM HATS
AJAX CLEANSER
BOND BREAD
BROCK CANDY
BULOVA WATCHES

CAT'S PAW HEELS AND SOLES
CHESTERFIELD CIGARETTES
CHIFFON FLAKES
CHILDREN'S ACTIVITIES MAGAZINE
CLINTON STARCH
COLGATE DENTAL CREAM
COLUMBIA RECORDS

DEL MONTE FOODS
DESOTO AUTOMOBILES
DOAN'S PILLS
DOCTOR CALDWELL'S SYRUP OF PEPSIN
DREFT
DUBARRY COSMETICS
DUZ

EDUCATOR CRAX
EVERVESS

FLORIDA ORANGES
FORD AUTOMOBILES
FOUR WAY COLD TABLETS

GARRETT WINE
GOODYEAR HEELS AND SOLES
GRAPENUTS FLAKES
GROVE'S COLD TABLETS

HALO SHAMPOO
H-B COUGH DROPS
HUDSON AUTOMOBILES

KOOL CIGARETTES

LARVEX
LIFEBUOY SOAP
LONGINES WATCHES
LUMMIS FOODS

McCORMICK TEA
MONARCH FOODS
MUELLER'S MACARONI
MUSTEROLE

NATIONAL DAIRY PRODUCTS
NESCAFE

OLDSMOBILE AUTOMOBILES
O'SULLIVAN HEELS AND SOLES

PECAN PETE CANDY
PEPSI-COLA
PERTUSSIN
PINEX COUGH SYRUP
POST CEREAL CIRCUS

RED HEART DOG FOOD
REM
RINSO
RIT

SOS CLEANSER
SPIC AND SPAN
STANBACK
SUPER SUDS
SUR-LAY HAIR TONIC

TINTEX

U. S. ARMY
UNITED FRUIT

VETO
VIRGINIA DARE WINE
WARD'S BREAD
WHIZ CANDY

"Spot" advertisers feel the immediate impact of this basic CBS station in the Baltimore area. WCAO, with 600 kc—5000 watt coverage, puts local emphasis on national sales by delivering a receptive audience "on the spot." For a great buy in Baltimore--it's WCAO.

WCAO
The Voice of Baltimore
600 kc • • • 5000 watts

CBS

Represented Nationally by

PAUL H. RAYMER COMPANY

RCA TO LAUNCH VIDEO SET DRIVE IN CAPITAL

RCA will place television sets on public sale in the Washington, D. C., area April 14 in a week-long campaign during which some 50 dealers will demonstrate table model receivers. April 14 will be known as T-Day, the entire week as Television Week.

Southern Wholesalers, RCA distributor, will have a large number of receivers available, perhaps more than 500. Feature of T-Day will be the telecast of the opening game of the Washington Senators, with President Truman scheduled to throw out the first ball. Southern Wholesalers and the Washington Du Mont station, WTTG, will jointly sponsor the game telecast.

Afternoon programs will be telecast by WTTG every day during the week. Previously dealers had participated in RCA's advance demonstration, known as D-Day. Sets to be supplied by RCA include two table models, retailing at $250 and $375, with console models to be available later.

Realtor Mum on New York TV-Radio Center Project

PRESENT status of plans for a $60 million Manhattan television and radio center, first announced nearly 10 months ago by a New York realtor, Lawrence B. Elliman, last week remained a mystery.

Since his original announcement of intentions to construct the monster development, purportedly to house radio and television stations and offices as well as national advertisers and agencies, Mr. Elliman has kept mum. Two months ago he said he expected to issue a statement within two weeks. Three months earlier he had made a similar remark. The first announcement was widely circulated to the press.

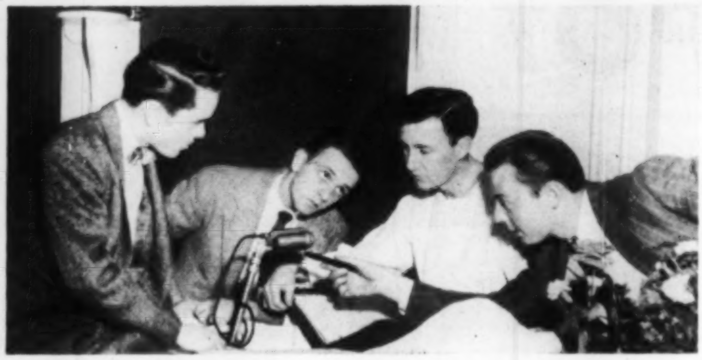
$900 Worth of Equipment Stolen From New WGAY

OVER $900 worth of radio equipment was stolen March 24 from the studios of WGAY Silver Spring, according to Joseph Brechner, general manager. The building was broken into sometime between 8:30 p.m., when Chief Engineer Charles Chrismon left, and 11:30 p.m., when the night watchman came on.

Mr. Brechner said that stations in nearby Washington had offered to help with their loan of equipment to WGAY.

To Address SMPE

CAPT. W. C. EDDY, director of television station WBKB Chicago, will speak on "Television Studio Lighting" and A. H. Brolly, chief engineer of WBKB, will speak on "Television Remote Operation" at the 61st Semi-Annual Convention of the Society of Motion Picture Engineers to be held April 21-25 at the Drake Hotel, Chicago.



A STATION IS BORN—though this isn't a maternity ward. Four vets starting WKOB North Adams, Mass. (l to r) are Joseph R. Trott Jr., George W. Fisher, Everard B. Cureton Jr. and John T. Ward Jr. Plans for the station were drawn up with Mount Alto Veterans Hospital Washington as a base, where Mr. Cureton was undergoing surgery for war disabilities. WKOB will go on the air about July 1 with 250 w daytime, 860 kc. CP was issued March 27.

CBS, NBC, Du Mont Television Depts. Scheduling Baseball Season Telecasts

WHEN the 1947 baseball season officially opens April 15, WABD (Du Mont) will telecast the New York Yankees game with the Philadelphia Athletics from Yankee Stadium where WABD will pick up all Yankee home games this season.

At the same time, WCBS-TV (CBS) will be televising the Brooklyn Dodgers opener with the Boston Braves from Ebbetts Field, where the CBS video cameras will be installed for the entire baseball year. The New York Giants, whose home games at the Polo Grounds will be telecast this year by WNBT (NBC) are away on opening day and their first regular game—and telecast—will not come until April 18 when the Dodgers will be their opponents.

WNBT will get the jump on the other video stations in New York, however, by broadcasting two exhibition games between the Giants and the Cleveland Indians on April 12 and 13.

Telecasts on WCBS-TV will be co-sponsored by Ford Motor Co., and General Foods Corp. with schedule divided so that each company will sponsor the same number of daytime, nighttime and holiday games.

Ford won the toss and will get the between-innings commercials during the opening game, but both companies will receive mentions in the opening and closing announcements on that day. Bob Edge will do the play-by-play descriptions accompanying the pictures, having resigned as CBS video sports director to devote full time to this assignment.

Agencies are J. Walter Thompson Co., for Ford; Young & Rubicam for General Foods. Baseball telecasts on the other two stations are as yet unsponsored.

Wings for Cupid

WHEN PAN AMERICAN World Airways conducted a contest with the prize of a round trip from Mexico City to Havana for the best answer of 200 words to "Why I Want to Fly by Clipper to Havana," Miguel Lopez Santos, a young Mexican bridegroom, realized his opportunity. Married some time ago to a Cuban girl by proxy, Senor Santos had been faced with the problem of insufficient funds for transportation to Havana to bring his bride back to Mexico. His letter won the contest and on March 31 he arrived in Havana and was greeted by his wife and a reception committee of Cuba's tourist commission and PAA representatives.

CRIME SERIES DROPPED BY FIRE UNDERWRITERS

NATIONAL BOARD of Fire Underwriters, New York, effective April 27 discontinues sponsorship of *Crimes of Carelessness* on MBS, Sundays, 3:30-4 p. m. Spot will be occupied by the General Foods Corp. *Juvenile Jury* show which moves May 4 from its MBS Sunday, 1:30-2 p. m. spot.

Agency is MacFarland, Aveyard & Co., New York, for National Board of Fire Underwriters.

At the same time it is reported that Pharmaco, Newark, which sponsors *Double or Nothing* on MBS, Sundays, 9:30-10 p. m., is looking for another program to replace the quiz show when it comes up for renewal next month. Agency is Ruthrauff & Ryan, New York.

Smith to Humphrey

NED C. SMITH, former vice president of Raymond Spector Co., New York, has joined H. B. Humphrey Co., that city, in similar capacity.

RMA Study to Show 1947 FM Production

Results of Survey to Be Told At FMA Liaison Meeting

DEFINITE forecast of FM set production in 1947 based on a questionnaire survey of set manufacturing members of Radio Manufacturers Assn. will be announced April 8 at a meeting of the RMA-FM Assn. Liaison Committee, to be held at the Statler Hotel, Washington.

Past estimates by RMA and manufacturer officials have indicated total 1947 FM output ranging from 2,000,000 to 5,000,000. Request for more accurate information was made to RMA by Roy Hofheinz. KOPY-FM, Houston, FMA president.

Preliminary results of the survey were revealed March 27 by the RMA liaison group, headed by Larry F. Hardy, Philco Corp. The committee decided not to reveal survey results prior to the meeting with FMA.

Scheduled to attend the liaison meeting for RMA are Mr. Hardy; Ray C. Cosgrove, Crosley Corp., RMA president; Ben Abrams, Emerson Radio & Phonograph Co.; H. C. Bonfig, Zenith Corp.; Bond Geddes, RMA executive vice president; James C. Secrest, RMA director of publications; S. P. Taylor, Western Electric Co. For FMA: Arthur Freed, Freed Radio Corp.; Ray H. Manson, Stromberg-Carlson Co.; Mr. Hofheinz; Bill Bailey, FMA executive director; Leonard Asch, WBCA Schenectady; Everett Dillard, WASH Washington, FMA vice president.

GORDON HOGE, 55, DIES; WAS LORD & THOMAS VP

GORDON HOGE, retired advertising executive and founder of Young & Rubicam's radio department in 1928, died last week in his Bronxville, N. Y., home at the age of 55.

Mr. Hoge was eastern advertising manager and later advertising director of the American Legion Monthly from 1919 to 1926, joining Young & Rubicam in 1927. As founder of the radio department a year later, he launched some of the pioneer network programs and eventually became a vice president in 1931, heading the Chicago office. He served later as vice president of Lord & Thomas, retiring several years ago.

He is survived by his wife, mother, a son and a daughter.

Church Heads UN Group

WELLS CHURCH, CBS director of news broadcasts, is the new chairman of the U. S. Broadcasters Standing Committee for the United Nations, succeeding Stanley Richardson, of NBC. Mr. Church was elected at a committee meeting last week in New York.

NEW WAY

to analyze a market

WTAD
quincy, illinois
930 k. c. 1,000 watts
Lee STATIONS
kglo
mason city, Iowa
1300 k. c. 5,000 watts

SHOWS ACTUAL MARKET DELIVERED

PENETRATION BREAKDOWN BY PERCENTAGES

BROADCAST MEASUREMENT BUREAU REPORTS

LATEST CONLAN SURVEY SHOWING DOMINANCE IN MARKET AREAS

just off the press--get your free copy

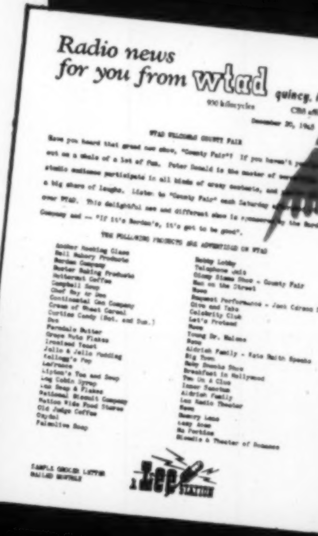
details on other side . . .

here are sample pages from

new Lee STATIONS market analysis

W T A D
QUINCY

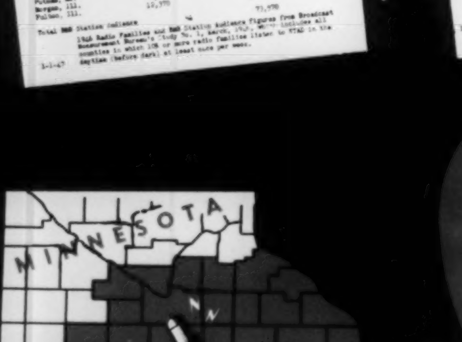
K G L O
MASON CITY

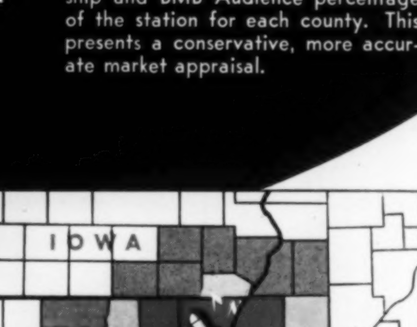


Radio news
for you from wtad quincy, illinois
930 kilocycles CBS affiliate

Simple format of this new Lee Station market analysis meets the busy time buyer's requirements. Single sheet format is handy for presentation work. Market figures have been reduced to the levels of radio ownership and BMB Audience percentage of the station for each county. This presents a conservative, more accurate market appraisal.

dominant stations in these markets





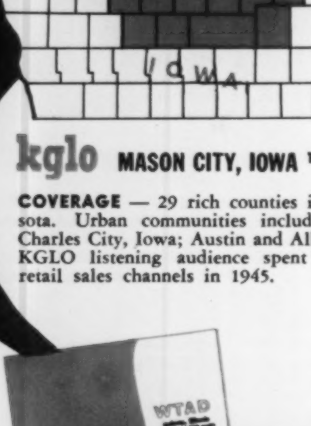
kglo MASON CITY, IOWA 1300 K.C., 5000 WATTS CBS AFFILIATE

COVERAGE — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota. KGLO listening audience spent $125,008,630.00 in retail sales channels in 1945.

WTAD QUINCY, ILLINOIS 930 K.C., 1000 WATTS CBS AFFILIATE

COVERAGE — 34 Mississippi Valley counties in Illinois, Missouri and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa. WTAD listeners spent $96,590,420.00 in retail sales channels in 1945.

F. C. EIGHMEY, General Manager



Get Your Free Copy!

This new market analysis of LEE STATIONS is available in limited quantities. Send your request at once to WALTER L. ROTHSCHILD, Sales Manager, at WTAD, Quincy, Illinois or call WEED & COMPANY *in New York, Chicago, Detroit, Boston, Atlanta, Hollywood, San Francisco.*

Net Officials' Stock Cited in Grants

Cagle, Hinckley Holdings Questioned in Two FCC Actions

FCC last week questioned for the second time the advisability of station ownership by network executives, and then—

1. In the same decision proposed, substantially on that basis, to deny the application of a company in which Gene L. Cagle, president and general manager of Texas State Network, is a 30% owner.

2. In another decision the same day proposed to grant the application of a company in which a 25% interest is owned by Robert H. Hinckley, ABC vice president, whose interest in another applicant first evoked the questions raised again in the Cagle case.

Both cases involved competitive applications. In the former, between two applicants for new Abilene, Tex. stations on 1340 kc with 250 w fulltime, FCC proposed to grant the application of Citizens Broadcasting Co. and deny that of Abilene Broadcasting Co. Mr. Cagle is one of three stockholders in Abilene Broadcasting.

In the second case, involving 1330 kc at Evansville, Ind., the Commission proposed to grant the application of Tri-State Broadcasting Corp., with which Mr. Hinckley is associated, for use of the frequency with 5 kw day and 1 kw night, and deny that of WJPS Inc. for the same assignment.

Proposed Actions

In another decision issued last Monday FCC proposed to grant the applications of KTHT Houston and WEAU Eau Claire, Wis. for power increases and those of Lubbock County Broadcasting Co. and Veterans Broadcasting Co. for new stations at Lubbock and Houston, respectively. FCC proposed to deny the fifth application in the proceeding, KFYO Lubbock's bid to move from 1340 kc with 250 w to 790 kc with 5 kw, directionalized at night. Chairman Charles R. Denny and Comr. E. K. Jett contended KFYO's application should have been granted rather than Lubbock County's.

The proposed grant to Lubbock County anticipated use of 790 kc with 5 kw day and 1 kw directionalized at night; although the company applied for 1 kw fulltime, FCC concluded that 5 kw daytime power would serve public interest better, the company is principally owned by Wendell Mayes and C. C. Woodson of KBWD Brownwood, WACO Waco and KNOW Austin. The proposal for Veterans Broadcasting Co., a three-man partnership, anticipated use of the 1230-kc, 250-w assignment which would be vacated by KTHT, of which Roy Hofheinz, president of FM Assn., is managing partner and 75% owner.

In the Abilene case the Commission said the factors of "local residence and civic identification" favored Citizens Broadcasting, and that an additional basis for this choice lay in Mr. Cagle's position as 30% stockholder in Abilene Broadcasting and as president, general manager and stockholder of Texas State Network, "which has as its affiliate Station KRBC the only existing station in Abilene; until June 1946 Cagle was closely identified with Station KRBC."

Commission's Views

The Commission feared that a grant to Abilene Broadcasting "would place Cagle in the position of having obligations both to the network and to the station for which application is being made, although the interests of the network and the station might well be opposed."

The Abilene decision referred to the Wabash Valley Broadcasting Corp. case [BROADCASTING, June 10, 1946] in which FCC granted the Wabash application for Terre Haute but disclosed that it was considering a "general rule" relating to network executives' ownership of stations. FCC recalled:

> We decided that the existence of such a situation in that uncontested proceeding should not be considered as constituting an absolute disqualification of the applicant therein, but that the matter should be dealt with by general rule. In the case now before us, we are not passing on any question of absolute disqualification; we do decide that where a choice is to be made between the two applicants in this proceeding, the factors just discussed, when considered with all other factors for comparative judgment, clearly weigh the balance in favor of Citizens Broadcasting Co.

The Evansville decision contained no reference to the Commission's views on station ownership by network officials. There the proposal to grant Tri-State, of which Mr. Hinckley is a stockholder, was based on FCC's preference for local ownership and participation of ownership in actual operation.

The Tri-State group also includes Frank E. McKinney (26%) and Frank M. McHale (10%), who are associated with Mr. Hinckley in the Wabash Valley Broadcasting operation (WTHI Terre Haute); Universal Broadcasting, which has AM and FM applications for Indianapolis, and Northeastern Indiana Broadcasting, which has a grant for AM and an application for FM at Fort Wayne.

FCC spokesmen said the difference between the Abilene and Evansville cases, relating to the interests of network executives, lay primarily in the fact that Mr. Cagle in the past was closely identified with the existing Abilene station, that he has a 10% stock interest in and is president and general manager of Texas State Network, and that the only existing Abilene station is affiliated with this network. In the Evansville case, it was pointed out, although Mr. Hinckley is an ABC official there is now no ABC affiliate in Evansville with which his proposed station would compete; the extent of his stock ownership and control over network affairs is smaller than Mr. Cagle's, and the sizes of the two networks differ greatly.

It was also noted that Mr. Hinckley agreed to dispose of his station stock if made necessary by adoption of FCC policy.

Condition for WEAU

In the 790-kc cases the Commission, forced to choose between two mutually exclusive Lubbock applications, favored Lubbock County Broadcasting over KFYO because the latter is licensed to the licensee of KGNC Amarillo and is 80% owned by the publisher of the Lubbock *Avalanche* and *Journal*. With Comr. Denny and Jett dissenting, the Commission felt the addition of an independent medium which would "afford a degree of competition" to other such media was preferable to expansion of KFYO's operations.

The proposed grant to WEAU for higher night power carried the condition that WEAU protect the other operations proposed in the decision, and also existing stations, from nighttime interference. Similarly, KTHT would be required to protect XEDF Nuevo Laredo, Mexico, if and to whatever extent necessary.

The proposed new-station grants covered by the three decisions, and ownership of the proposed grantees:

Lubbock County Broadcasting Co., Lubbock—790 kc, 5 kw day, 1 kw directionalized at night. Wendell Mayes, manager and half owner of KBWD Brownwood, 20% owner of WACO Waco and KNOW Austin, has 43-¾% interest; C. C. Woodson, owner of the remaining 50% of KBWD, publisher of Brownwood Bulletin, and 25% owner of WACO and KNOW, also has 43-¾%; G. H. Nelson, Lubbock attorney and businessman, has 12½%.

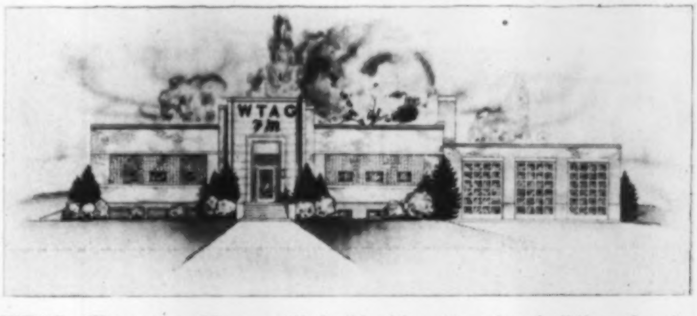
Citizens Broadcasting Co., Abilene—1340 kc, 250 w, fulltime. The company is owned in equal shares by W. P. Wright, 10% owner of KRIG Odessa, who is president; O. D. Dillingham, businessman, vice president; Edward P. Mead, bakery owner, secretary-treasurer; J. R. Yonge automobile dealer, and E. L. Thornton, store owner. Upon grant of the application, Mr. Thornton would give half of his 20% interest to his son, C. E. Thornton.

Veteran's Broadcasting Co., Houston—1230 kc, 250 w, fulltime. Equal partners are Max H. Jacobs, Douglas B. Hicks, and Thomas J. Harling, all veterans.

Tri-State Broadcasting Corp., Evansville, Ind.—1330 kc, 5 kw day, 1 kw night. The company, which has an FM grant, is headed by John K. Jennings, businessman, who has 30% interest in the company. Other stockholders: Frank E. McKinney, businessman and interested in several stations and applications, treasurer and 26%; David M. Lewis Indianapolis attorney, secretary and 4.8%; Robert H. Hinckley, ABC vice president; 25%; Frank M. McHale, attorney and associated with Mr. McKinney and Mr. Hinckley in a number of stations and applications, 10%; John E. Ohleyer, 3.6%; the estate of the late Walter J. Foley, 0.6%. Tri-State applied for 5 kw fulltime. To avoid interference with Mexican stations, FCC stipulated that the company must amend to specify power of 1 kw at night.

CBC Called Menace

PROGRESSIVE-CONSERVATIVE political party, at its annual meeting at Ottawa on March 28 and 29 placed abolition of the CBC and of radio listener license fees on its list of resolutions. The meeting felt that radio should be outside political domination and should be controlled by an independent board. CBC was held up as a menace to free speech and free enterprise.



WTAG, Worcester, Mass., will build this attractive building for its new FM station to be located in Paxton, Mass. A 15-acre plot has been purchased on Asnebumskit Hill in Paxton where the new transmitter will be located. Plans have been made to accommodate future television and facsimile equipment. Construction will begin within a few weeks and should be completed by early fall, the WTAG-FM management announces. WTAG-FM has been on the air since June 1940 on 102.7 mc.

KTYW Now KIMA

KTYW Yakima, Wash., has changed its call letters to KIMA, it was announced last week by Herbert V. Akerberg, CBS vice president in charge of station relations. The 500-w station joined CBS in January, 1945.

Harker Joins WJR

TOM HARKER, formerly with ABC in radio and network sales capacity and recently account executive at MBS in New York, has joined WJR Detroit as director of sales.

Entrance to Mobile Bay, greatest land-locked harbor on the Gulf of Mexico.

Mobile...

is one of the South's great markets. It is the nation's largest pulp-producing center. Ranks 3rd in imports and 13th in exports among the nation's ports. An important wholesale distribution point. Mobile County has the highest Effective Buying Income Per Family of any Alabama County.

WMOB SELLS

... with an impact, in the populous area of this great market. No waste or "fringe" coverage. Remember the bulk of Mobile County's population is within Mobile city limits.

A variety of outstanding local programs together with ABC's great variety gives WMOB a large and growing audience. Ask a Branham man for the full facts.

WMOB

A *NUNN* STATION

Archie S. Grinalds, Manager

Represented by

THE BRANHAM CO.

KXOK-FM St. Louis Takes Air on 6-Hour Schedule

KXOK-FM St. Louis was scheduled to begin operation March 26 on Channel 229 (92.7 mc), using a 3 kw RCA transmitter. Present broadcast schedule calls for operation six hours a day, 3-9 p.m., seven days a week, according to C. L. Thomas, KXOK general manager. A few programs are duplicates of the KXOK schedule, Mr. Thomas says, but most are prepared exclusively for FM broadcasting.

KXOK-FM's antenna is atop the Continental Bldg. in mid-town St. Louis, 348 feet above street level. It is an Andrew 1-bay special folded dipole.

Installation of KXOK-FM was supervised by Arthur F. Rekart, chief engineer for KXOK, with Bob Nicholas assisting. Ultimately, according to Mr. Thomas, KXOK-FM's power will be increased to 10 kw with an effective radiated power of 40 kw.

WNDB, Daytona Beach FM Station, Takes the Air

WNDB, FM station in Daytona Beach, Fla., began operation March 31. Owned by the News-Journal Corp., which publishes the *Daytona Beach Morning Journal*, the *Daytona Beach Evening News* and the *Sunday News Journal*, the station will be on the air weekdays from 3-9 p.m., and Saturdays and Sundays 10 a.m.-11 p.m.

Initial program was broadcast at 8 p.m. and included a speech by Sen. Claude Pepper on the role of FM radio and messages from Senator Holland and other national, state and local officials. Musical entertainment was directed by Seymour M. Siegel, director of WNYC New York. Also helping to launch the new station was Jerry Stone, formerly with WDAS Philadelphia.

Fifth FM Station For Peoria Granted

West Central Gets One of Two Frequencies Added by FCC

A FINAL DECISION granting applications for five new Class B FM stations at Peoria, Ill., instead of four as originally proposed [BROADCASTING, Dec. 30, 1946], was announced by FCC last Wednesday.

The additional grant went to West Central Broadcasting Co. (WEEK Peoria), headed by Gov. Robert S. Kerr of Oklahoma as chairman of the board; and E. K. Gaylord, president and chief owner of Oklahoma Publishing Co. (WKY Oklahoma City), as president.

Last December's proposed decision to grant only four applications came when only four Class B channels were available at Peoria. West Central petitioned for additional frequencies and the Commission added two and announced a conditional grant to West Central [BROADCASTING, March 24].

One of the six channels now allocated to Peoria must be reserved until July 1, leaving five now assignable. FCC therefore made final its proposed grants to four, added West Central, and made final its earlier proposal to deny the sixth applicant in the case, Radio Peoria Inc.

The Grants

The grants were as follows:

Peoria Broadcasting Co. (WMBD)—92.7 mc; subject to filing within 60 days a modification application specifying technical data for coverage equivalent to 20 kw effective radiated power and antenna height 500 feet above average terrain.

Mid-State Broadcasting Co. (AM permitte)—97.1 mc; 10 kw effective radiated power; antenna height 310 feet above average terrain.

Central Illinois Radio Corp. (AM permittee)—95.5 mc, 20 kw, antenna height 500 feet, or equivalent coverage; conditions.

Illinois Valley Broadcasting Co. (AM permittee)— 93.5 mc, 20 kw, 500 feet, or equivalent coverage; conditions.

West Central Broadcasting Co. (WEEK)—93.1 mc, 20 kw, 500 feet; conditions.

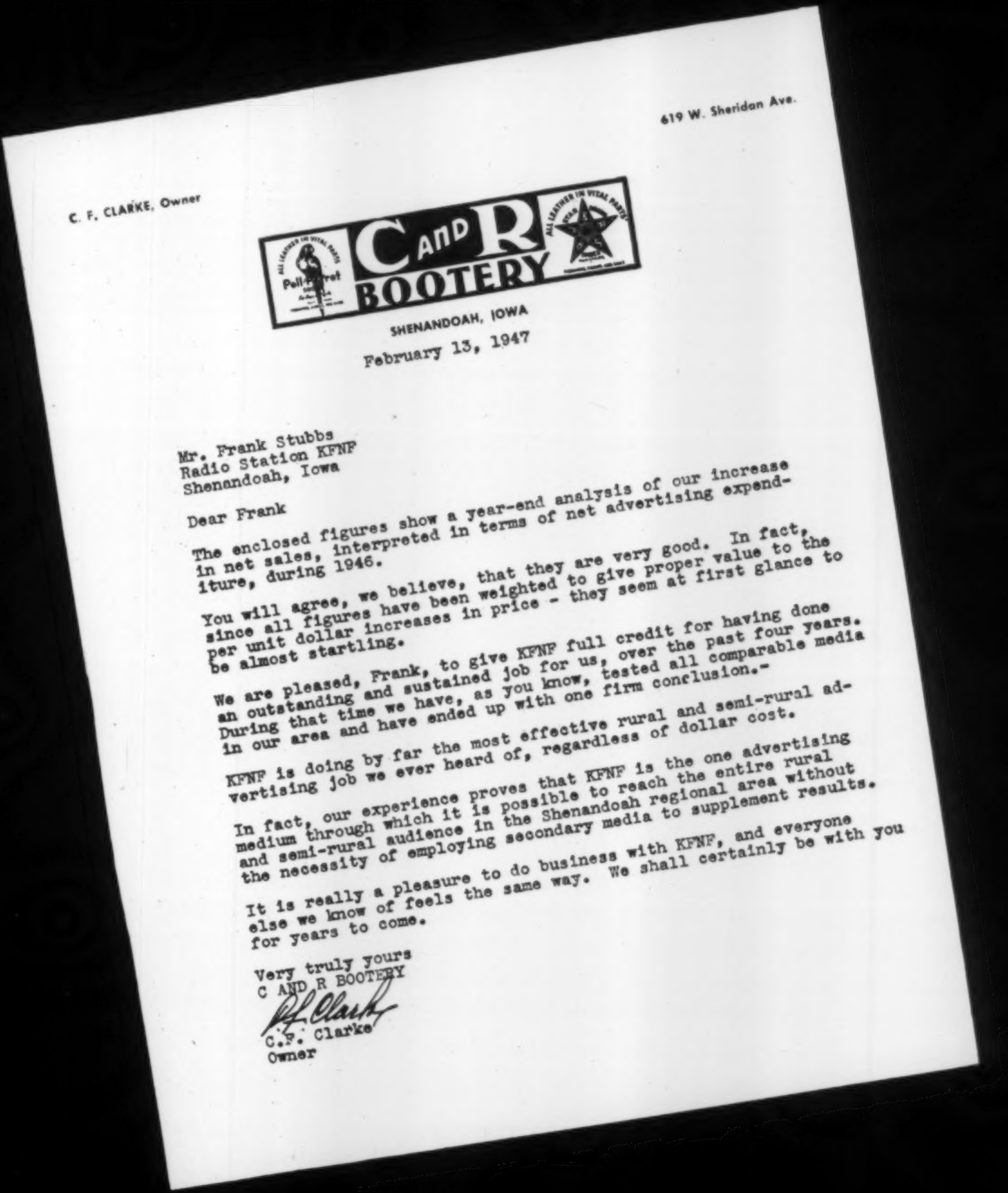
PANEL ON FM was staged March 25 at the weekly luncheon of the Washington Advertising Club. Taking part in proceedings were (seated, l to r): Arthur Casey, WOL Washington, club chairman; Roy Hofheinz, FMA president; James Rotto, Hecht Co., club vice president. Top row, Hugh D. Lavery, McCann-Erickson; Everett L. Dillard, FMA vice president; Bill Bailey, FMA executive director and panel moderator; Leonard L. Asch, WBCA Schenectady, FMA executive committee.

LETTER NO. 4 - SERIES NO. 3

ON KFNF

23 Years of Consistent Farm Programming

Assures Maximum Audience Plus Acceptance.



619 W. Sheridan Ave.

C. F. CLARKE, Owner

C AND R BOOTERY

SHENANDOAH, IOWA

February 13, 1947

Mr. Frank Stubbs
Radio Station KFNF
Shenandoah, Iowa

Dear Frank

The enclosed figures show a year-end analysis of our increase in net sales, interpreted in terms of net advertising expenditure, during 1946.

You will agree, we believe, that they are very good. In fact, since all figures have been weighted to give proper value to the per unit dollar increases in price - they seem at first glance to be almost startling.

We are pleased, Frank, to give KFNF full credit for having done an outstanding and sustained job for us, over the past four years. During that time we have, as you know, tested all comparable media in our area and have ended up with one firm conclusion.-

KFNF is doing by far the most effective rural and semi-rural advertising job we ever heard of, regardless of dollar cost.

In fact, our experience proves that KFNF is the one advertising medium through which it is possible to reach the entire rural and semi-rural audience in the Shenandoah regional area without the necessity of employing secondary media to supplement results.

It is really a pleasure to do business with KFNF, and everyone else we know of feels the same way. We shall certainly be with you for years to come.

Very truly yours
C AND R BOOTERY

C.F. Clarke

C.F. Clarke
Owner

For availabilities, call FRANK STUBBS, Phone #1, SHENANDOAH, IOWA

Fred Williams

FRED WILLIAMS, 65, assistant to the president of Philco Corp., died March 29 from pneumonia. Mr. Williams was a pioneer radio manufacturer, having been with Grigsby-Grunow at one time. He was president of Radio Manufacturers Assn. 1932-34 and instituted the plan of collecting industry production statistics. During the prewar period, he was chairman of the RMA Priority Committee and held other industry posts. Funeral services were held April 2.

New KAVR Manager

KAVR Havre, Mont., has announced that effective April 12, Larry Gordon will replace Truman B. Hinkle as station manager. Mr. Gordon was formerly chief announcer at WIRE Indianapolis. Mr. Hinkle is to become manager of the Boulder City (Nev.) Broadcasting Co.

New Fargo Regional and WSAV Shift To 630 kc Made Final by Commission

FCC ANNOUNCED last week that it had made final its proposed decisions to grant the applications of (1) Northern States Broadcasting Co. for a new 5-kw station on 790 kc at Fargo, N. D., and (2) WSAV Savannah, Ga. to change from 250-w on 1340 kc to 5-kw on 630 kc. Both operations will employ directional antennas at night.

Two applications, mutually exclusive with the grants, were denied. These were KVOX Moorhead, Minn.'s bid to change from 1340 kc with 250 w to the assignment awarded Northern States, and the application of WTMA Charleston, S. C., on 1250 kc with 1 kw, for the frequency and power won by WSAV.

Only difference between the proposed and final decisions in the Fargo-KVOX case was that two Commissioners dissented instead of one. In the proposed decision Comr. E. K. Jett favored a grant to KVOX, which "would leave Fargo and Moorhead with a regional station in each city whereas a grant to Northern States . . . places two regional stations in Fargo [WDAY plus the new one] and leaves Moorhead with its present local station on only 250 w power" [BROADCASTING, March 10].

Denny, Jett Dissent

In the final decision Chairman Charles R. Denny joined Comr. Jett in dissent. They also pointed out that a grant of the regional channel to KVOX would make KVOX's present local frequency available for assignment at Fargo.

The Commission's final conclusions on WSAV-WTMA were not changed from the proposed decision [BROADCASTING, March 3]. The denial to WTMA was without prejudice to whatever action FCC may take on the station's pending petition to amend its application and request another frequency.

Fargo Interests

Northern States, the new grantee at Fargo, is owned in equal shares by W. R. Haggart, bus and truck line executive, who is president; Joseph D. Farnham, electric supply company official, vice president; Duncan J. Campbell, department store and real estate owner, secretary-treasurer; George E. Haggart, in municipal and highway construction work and other businesses; and Lynn U. Stambaugh, Fargo attorney, member of the board of Export-Import Bank, and 1941-42 national commander of the American Legion.

Charles G. Burk, sales manager of WJR Detroit, is to be general manager. CBS affiliation is planned.

SISTER COMMENTATOR TEAM, Mona Fisher (l) and Pat Becker, is the proof furnished by WWRL New York that beauty and brains can be synonymous. Mona and Pat, both mothers, conduct *This and That With Mona and Pat* over WWRL Mon.-Fri., 10:15-10:30 a.m. Program is cooperatively sponsored.

Prof. Hotaling Prepares Manual on News Writing

A 68-PAGE *Manual of Radio News Writing* has been prepared by Burton L. Hotaling, professor of journalism at Rutgers U. School of Journalism, on the basis of material obtained at WTMJ Milwaukee while serving a 1946 news interneship there under NAB sponsorship.

The *Manual*, published by the *Milwaukee Journal*, WTMJ owner, approaches the subject of radio news writing on the assumption that the prospective radio newsman already possesses journalistic training. Part I deals with "Radio News Style"; Part II, "Radio News Selection"; Part III, "Building the Newscast." Said to be the first manual of its kind, the volume carries an introduction by Jack E. Krueger, news editor of the *Journal* stations and a director of National Assn. of Radio News Directors. The price is $1.25.

KELO
MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA
Smokestacks and Silos
NBC AFFILIATE
Consider—then Contact
JOHN E. PEARSON CO.

IN TEXAS
YOU CAN

"Say It Twice For One Price!"

"Say It Twice For One Price!"
by Heck

COVER TWO GREAT TEXAS MARKETS

Your sales impact is doubled when you use these two dominant Texas stations to cover the billion-dollar Fort Worth-Dallas area . . . and it only costs you once!

Yes, a simultaneous-or-separate-hour schedule on both stations gives your sales message twice as much punch—double-dollar results at single-dollar expense.

TEXAS' BEST RADIO BUY

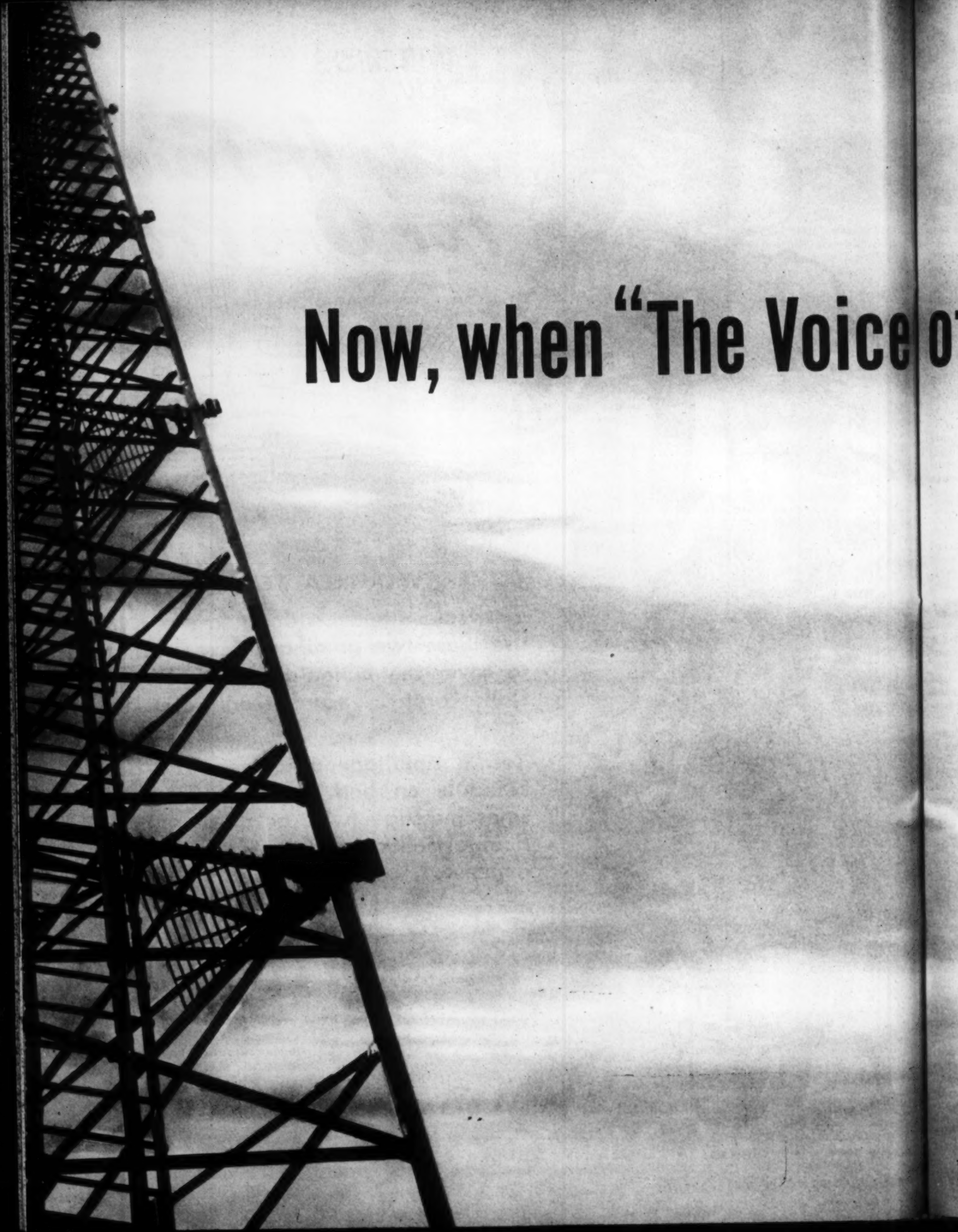
KFJZ
FT. WORTH

WRR
DALLAS

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD



Now, when “The Voice o

# of St. Louis" speaks...

NEW THOUSANDS LISTEN!

From a new 470-foot tower—located at a far more strategic site—KMOX's new 50,000-watt transmitter now wings the powerful clear-channel "Voice of St. Louis" to more listeners in Mid-America than ever before.

Until an exhaustive audience study has charted KMOX's voyaging voice, no one can set the exact boundaries of our new territory. But this we know:

Throughout its former 62-county Day-Night Primary Area,[*] KMOX delivered a billion dollar retail market...commanded the largest audience during more quarter-hour periods throughout the week than all other St. Louis stations *combined!*[†]

Now...KMOX's half-millivolt line embraces 25% more radio homes in a 39% larger area! So, for a clear-channel to hundreds of thousands of old—and new—listeners, call us or Radio Sales and have "The Voice of St. Louis" speak for *you.*

KMOX

The Voice of St. Louis • 50,000 Watts • Columbia Owned

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS
WITH OFFICES IN NEW YORK, CHICAGO, LOS ANGELES, DETROIT, SAN FRANCISCO, ATLANTA

[*] CBS 7th Series Listening Area Study

[†] 1946 CBS-KMOX Listener Diary Study

GET A "TWIN MARKET BASKET" AT NO EXTRA COST WITH WMT

A Big
FARM Market
A Big
INDUSTRIAL Market

Buy a Basketful of Buying Folks in Eastern Iowa with WMT!

Iowa's income—highest per capita in America—is a happy 50-50 blend of the richest farm country in the U.S.A. AND steady, steady industries. WMT blankets both twin markets for you with farm and city-wise radio shows.* Ask your Katz representative now about the biggest double buy in radio!

MASON CITY
DUBUQUE
CLINTON
DAVENPORT
CHICAGO
SIOUX CITY
IOWA
CEDAR RAPIDS
DES MOINES
OTTUMWA
BURLINGTON
ILL.
NEB.
CEDAR RAPIDS
WMT
5000 WATTS DAY & NITE 600 KC
BASIC COLUMBIA NETWORK

Member Mid-States Group

* Only CBS outlet in Eastern Iowa.

Radio Ownership, Listening in U. S. Hit All-Time Peaks

RADIO OWNERSHIP in U.S. homes has soared to 35,900,000 and radio listening throughout the nation to 150,800,000 hours a day—both all-time records.

These figures were reported last week by CBS as the result of surveys conducted for the network by the Market Research Co. of America and by the A. C. Nielsen Co.

The listening levels were deduced by applying a special study of the Nielsen radio index data to results of the Market Research Co. nationwide survey, conducted last January and February, to determine factors of radio home ownership.

The survey showed these facts:

(1) 35,900,000 U.S. homes own radio sets in working order, or 1,902,000 more than the 33,998,000 reported by BMB as of Jan. 1, 1946.

(2) 93% of all U.S. homes have radios.

(3) 34% of all homes have more than one radio, 25% have two and 9% three or more. The percentage of multiple-set homes discovered in a comparable study compiled three years ago by the U.S. Office of Civilian Requirements was 18%.

(4) 20.5% of all U.S. families bought one or more new radios in 1946.

Purchases Spread Evenly

(5) New purchases were spread evenly among farm and city residents. Percentages of all families in each type of community that bought one set in 1946 were: 18.1% urban, 21.1% rural non-farm, and 22.1% rural farm. Percentages buying two or more sets in 1946 were: 1.2% urban, .8% rural non-farm and 1% rural farm.

The application of Nielsen's average daily listening figures to the total number of sets in use in any particular year is "a relatively new concept in radio listening measurement," CBS said. Total daily hours of listening as of Jan. 1, 1947, were 150,800,000, or 4,600,000 hours more than the figure for Jan. 1, 1946, the previous highest listening.

Radio family figures used in the calculations of listening were obtained from BMB for 1946 and from the new CBS survey for 1947.

The special Nielsen study also revealed that family listening time increased with the introduction into the home of additional receivers. The average minutes listened per home per day were 223 before a secondary set was bought and 285 after a new one was added, an increase of 27.8%.

WOBT Rhinelander, Wis., On Air as MBS Affiliate

WOBT Rhinelander, Wis., licensed for unlimited operation on 1240 kc with 250 w, has taken the air as an MBS affiliate. Station is owned and operated by Oneida Broadcasting Co., whose officers include John R. Tomek, president, George A. Richards, vice president, and Jane B. Tomek, secretary.

Plans have been announced by the WOBT management for broadcasting Chicago Cubs' baseball games this season. The station is subscribing to UP wire service, according to Robert Christopher, general manager.

In addition to Mr. Christopher, who was formerly with WMAN Mansfield and WHIZ Zanesville, Ohio, staff members are: Commercial manager, E. J. Schlueter, formerly of WLW Cincinnati and WPAY Portsmouth; continuity chief, Clyde Lake, formerly of Batton, Barton, Durstine and Osborne; engineer-announcer, Clyde Downing, formerly with WCLO Janesville, Wis., and WOWO Fort Wayne; production manager, Edward P. Finger, formerly of WCED DuBois, Pa.; salesman, Paul Vargo; second engineer, Charles Bresett.

IN NEGOTIATIONS which led to a contract giving WIZZ Wilkes-Barre, independent FM station, exclusive broadcasts rights to all 1947 games of the Wilkes-Barre Barons baseball team, are (l to r): Richard G. Evans, WIZZ president, and Mike McNally and Bill Norman, respectively, president and manager of the Wilkes-Barre farm club of the Cleveland Indians. WIZZ officials said the contract, covering the full 140-game 1947 schedule and carrying an option on 1948 rights, is "the first contract which gives an FM station the broadcasting rights for baseball games on an exclusive basis."

Here's what our 25 YEARS now mean to YOU!

WDAY
25th Anniversary

Since May, 1922, almost everybody in the Red River Valley who owns a radio set has always preferred WDAY.

First, because for years we were the *only* station heard in the area. Second, because for all the years since 1922 we've remained the pioneers in *good entertainment.*

Today, on our 25th Anniversary, WDAY is the listeners' choice in the Red River Valley, by better than *6 to 1.* If you want the statistical facts, write us or ask Free & Peters!

FARGO, N. D. NBC . . 970 KILOCYCLES . . 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

from the Pacific . . .
something TERRIFIC

Scene from PRC's success "Wife of Monte Cristo" with John Loder & Lenore Aubert

Pardon us for being *Hollywoodian*, but . . .

When a two-year-old regional program is Hooper-ranked among the TOP TEN on the Pacific Coast 17 times in its 25-month history . . .

When, in a 12-month period, the program rates higher than long-established, big-name, national network shows (list on request) . . .

When the program averages (Nov. 1944 to Oct. 1946, winter and summer) a Hooper of 8.1 and chalks up an 11.6 . . .

When, in 1946, against top-flight competition, the program attracts and holds a 24.1 share of audience . . .

then "terrific" is the word for it.

The program is COUNT OF MONTE CRISTO and it has everything. The story is one of the world's great favorites—popular as book, play and motion picture. The program cashes in on this popularity and, to boot, has exciting writing, superb playing, fast-moving direction.

On December 19, 1946, COUNT OF MONTE CRISTO went national—over Mutual. It is available for sponsorship. If you want "something terrific" selling for you, let's send you the full story.

Mutual Broadcasting System

WORLD'S LARGEST NETWORK

Hearing on Conspiracy Charges Against KABC Is Denied by FCC

FCC last week denied the 16-month-old petition of Norman Baker for a hearing on his charges that KABC San Antonio's $100,000 acquisition of equipment from his XENT Nuevo Laredo, Mexico, was accomplished by conspiracy.

The Commission found, in a memorandum opinion and order announced Tuesday, that Mr. Baker has never instituted court proceedings in connection with his charges, and said that "it is clear that the Commission is not the forum in which parties may secure adjustment of private property rights." His allegations, FCC said, failed to raise sufficient doubts to justify a hearing on the qualifications of Alamo Broadcasting Co., KABC licensee.

"Tenuous" Allegations

"If it appears from a court decision, as a result of litigation of private rights, that serious questions have been raised as to the qualifications of an applicant, the Commission will examine into these questions and where allegations are made, supported by documentary evidence, which touch upon the good character of applicants or licensees, the Commission will set such matters down for public hearing," FCC declared. It added that Mr. Baker's allegations seem "too tenuous" to need further examination.

The action presumably clears the way for early issuance of license to KABC to cover the construction permit, issued July 12, 1944, for operation on 680 kc with 50 kw day and 10 kw night. The license was granted by FCC's Administrative Board last summer but was hastily withdrawn to permit action first on Mr. Baker's petition [BROADCASTING, Sept. 9, 1946]. KABC switched to 680 kc from its 250-w assignment on 1450 kc and started using the 50-kw transmitter about a year ago.

Mr. Baker, former operator of KTNT Muscatine, Iowa, which was ordered off the air by the old Federal Radio Commission on complaint that Mr. Baker used the station to promote a "cancer cure," asked in his petition that the 1944 construction permit to KABC be set aside pending a hearing.

KABC had taken an option to buy XENT to use its equipment in going to higher power. Mr. Baker claimed the option resulted from a conspiracy to defraud on the part of Gene L. Cagle, then secretary and now managing director of KABC, and Thelma Yount, who in Mr. Baker's absence was conducting the affairs of Compania Industrial de Mexico (CIA), owner of XENT and headed by Mr. Baker. Miss Yount also was serving as manager of the station.

Served Time

Mr. Baker, who served a sentence upon conviction in a Federal Court in Arkansas on a charge of using the mails to defraud, said he learned of the option shortly after he was paroled from Leavenworth Prison on July 19, 1944. He said he discussed the prospective sale with Mr. Cagle and Philip Overton, KABC attorney, and discussed with others the possibility of repudiating the sale but was advised he could not do so. Subsequently, he said, he authorized Miss Yount to sign an extension of the option.

Mr. Baker said he was influenced by Miss Yount and Messrs Overton and Cagle. He represented the latter two, according to FCC, as "promising him that they would use their efforts to obtain for him a full parole." After the money was paid for the equipment, the Commission said, he began to doubt whether Messrs. Overton and Cable could aid him in getting a full parole, and wired the Mexican President "that the equipment was procured by fraud and should not be exported."

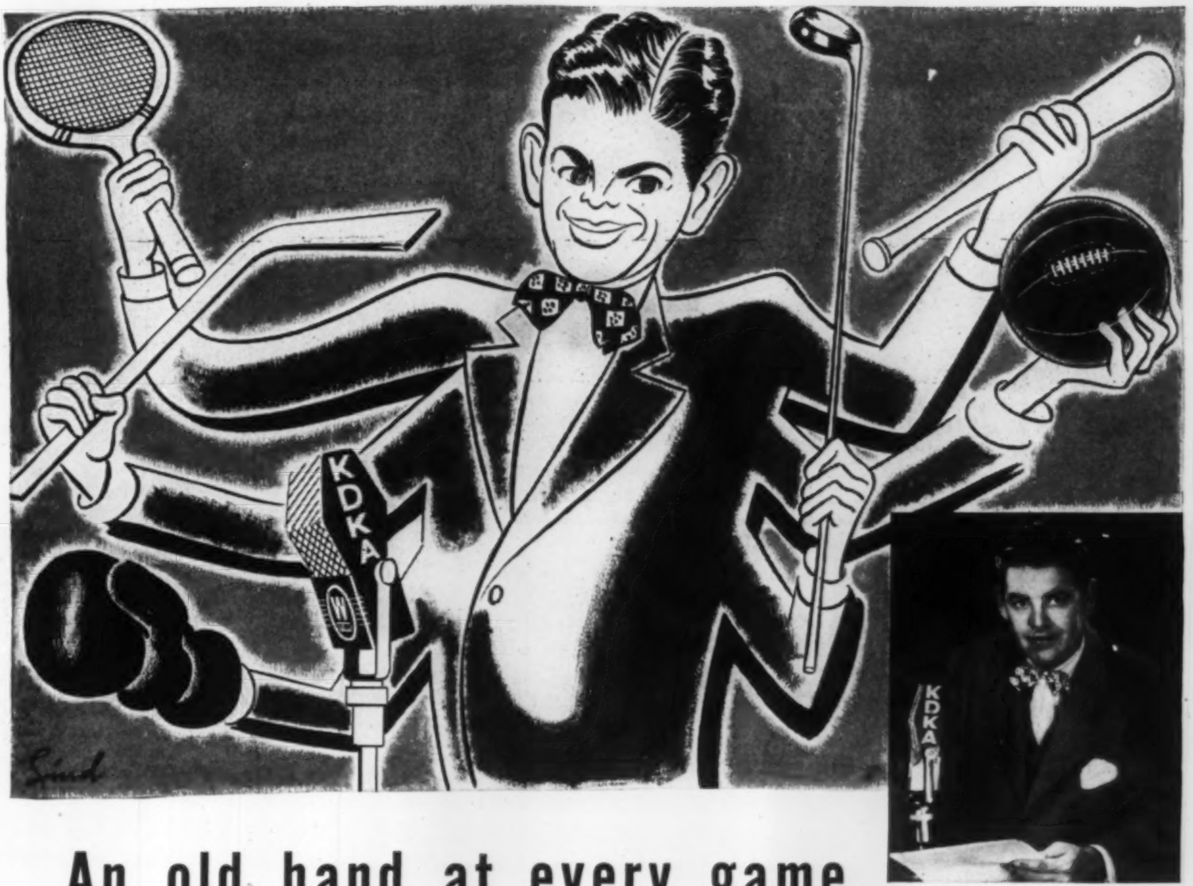
Regarding Mr. Baker's failure to sue KABC authorities, FCC said the only action he ever brought was against Mexican authorities to prevent exportation of the equipment. This suit, it was noted, was dismissed "apparently on the ground that since Baker had filed his suit for injunction in the same capacity that he had filed the bill of sale transferring Radio Station XENT to Alamo Broadcasting Co., and had not denied the authenticity of the signature on the bill of sale, he was estopped to challenge the action of the Mexican authorities in granting authorization to export."

WSBC ASKS FOR NEW POSITION ON FM DIAL

CLAIMING its position on the FM dial would be disadvantageous, WSBC Chicgao asked FCC last week for oral argument on the Commission's proposed decision in the Chicago FM cases [BROADCASTING, March 17].

WSBC suggested that it be given Channel 241, not yet assigned, in lieu of the Commission's proposal to give it No. 227. If granted No. 241, WSBC offered to withdraw its request for oral argument.

The station's petition, filed by Leonard H. Marks of the Washington law firm of Cohn & Marks, said there was no finding in the decision to support assignment to WSBC of the next-to-lowest channel available in Chicago (WGES was given the lowest number, 225).



An old hand at every game ...Johnny Boyer on KDKA

Want to reach a year-round sports audience in the busy, tri-state area in and around Pittsburgh?

Johnny Boyer is your man! He rides the KDKA airwaves at 11:15 each night, Monday through Saturday, and thousands of the faithful attend his every word. Basketball, football, baseball, golf, the fights, the races.. each finds its place in Johnny's "Whirl Around the World of Sports." Listeners love it, as indicated by mail response throughout this sports-minded area.

An entertaining blend of last-minute sports results, background stories, forecasts, and guest appearances, Johnny's "Whirl" follows the immensely popular eleven o'clock news on KDKA. It "inherits" a big audience, attracts an even bigger one.

Here's a popular, inexpensive package still available as this goes to press. NBC Spot Sales can give you all the information.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE
RADIO STATIONS INC

WBZ · WBZA · WOWO
KEX · KYW · KDKA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

WANT 'COMMY' ACTIVITY STUDIES MADE PUBLIC

CHAMBER OF COMMERCE has recommended that the House Committee on Un-American Activities publish studies on Communist activities in the "entire field of 'education,' propaganda, and entertainment" including radio, book publishing, left-wing press, labor movement and the motion picture industry.

The proposal was made by the Chamber's secretary on Socialism and Communism, Dr. Emerson Schmidt, who argued that public exposure of Communist activities is preferable to complete outlawing of the party.

Dr. Schmidt appeared before the Committee on Wednesday and offered to submit three reports prepared by the Chamber of Commerce as part of a Chamber investigation started in 1945.

WISHES TO WHISTLER are exchanged on occasion of CBS program *The Whistler* going transcontinental recently under sponsorship of Household Finance Corp. Chicago, through Shaw-LeVally Adv., that city. Gathered following program kickoff from Hollywood are: (l to r), Ed Abbott, radio director of agency; John Shaw, Shaw-LeVally board chairman; George Allen, program producer; Hal Hudson, program director of CBS western division; Harry Witt, assistant general manager of network's western operations.

INCOME IS ON TOP

Surveys prove Kansas has the greatest income per capita than any other State between the Mississippi and the Rockies — And as Kansas earns, so does Wichita.

Because it ranks among the nation's top few in retail sales and employment indexes, Wichita is aptly called "The Pocketbook of the Southwest." People like to work and spend their money here, especially for the things advertised over KFH, that Selling Station for the Southwest.

THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPERATED CITY

KFH

WICHITA

CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

Plan Work Clinic For Ad Executives

Brand Names Foundation Session In New York April 18

A SPECIAL WORKING clinic for advertising executives will feature four leading figures in the fields of advertising, public relations and consumer education on the "Brand Names Day" program of Brand Names Foundation Inc. Friday, April 18, at the Waldorf Astoria, New York, it was announced last week.

Speakers and their topics will be: W. R. Huber, advertising manager, Gulf Oil Corp., Pittsburgh, "Why Advertising Should Tell the Meaning of a Brand Name"; John K. West, director of public relations, RCA Victor Division of RCA, "A Five-Point Program for Including the Broader Story of Brand Names in Product Advertising"; Joseph A. McKeone Jr., advertising director, John B. Stetson Co., Philadelphia, "Carrying Through the Job to Retail Channels", and Ruth Leigh, educational director of Cannon Mills Inc., New York, and chairman of the educational activities committee of the Assn. of National Advertisers, "Telling the Brand Names Story in Consumer Education."

Clinic Head

This clinic, to be conducted by Donald B. Douglas, vice president of the Quaker Oats Co., Chicago, and a vice chairman of BNF, will be open only to advertising and sales executives of companies whose businesses are built on trademarks or brand names, but other clinics which will be held concurrently between 2:15 and 4 p.m. will be for public relations executives of companies and firms, advertising agencies, media, department stores, and independent specialty stores and will study methods of developing public understanding of the services of brand names and advertising.

A luncheon program preceding the sessions will feature an address by Edward S. Rogers, chairman of the board of Sterling Drug Inc., New York, and a director of the BNF.

Slesinger, Wimpfheimer, Good Form Research Firm

THE BUREAU of Communication Research Inc., a new research organization with offices located at 12 E. 44th St., New York, has been formed by Donald Slesinger, formerly on the faculty of the U. of Chicago, president; Arthur Good, former associate director of the American Film Center, vice president, and Jacques Wimpfheimer, former vice president of the American Velvet Co., secretary-treasurer.

Associated with the new firm as technical consultant in audience research is Dr. Ernest Dichter, former CBS research psychologist, special studies.

DOG BITES MAN
MAN BITES DOG
NEWS
Can be Showmanship!

WORLD WAR II catapulted radio news to an all time high in public estimation nationally. But at WSM, news has been a listening high-spot right through our 21-year history.

The reason? We serve it with showmanship, act by act . . . When the farmer arises at dawn or when he relaxes at the noon hour he gets WSM news designed especially for him. To insure this we have established a complex system involving 1,000 correspondents (agriculture agency experts) who report regularly and exclusively to us.

Business men and women get news at hours when they can listen — news that is concise and factual, designed especially for them.

Women listeners hear a special program of local and club news on a WSM morning program. And in the afternoon a special quarter-hour show with a woman commentator slants news directly to a feminine audience.

Thus it can be followed—the departmentalized presentation we pioneered.

This showmanship is a simple derivative of richness in talent and production skill. It is an explanation of WSM's ability to deliver an audience that can be reached through this one medium economically rather than expensively via a combination of others.

HARRY STONE, Gen. Mgr.
WINSTON S. DUSTIN, Comm. Mgr.
EDWARD PETRY & CO., *National Representatives*

W
Air Castle of the South
650 KILOCYCLES
50,000 WATTS
NBC AFFILIATE
CLEAR CHANNEL
E

"The Best in Broadcasting"

WSM
NASHVILLE

WAVE
WINS 14th ANNUAL
VARIETY
AWARD
for Responsibility
to the Community

With pride and gratitude, WAVE acknowledges its citation in Variety's 1946 Showmanagement Review. . . .

"". . . Louisville, pride of Ol' Kaintuck . . . emerged from 1946 with a broadened viewpoint and a better radio station. Commercial hotshot WAVE diverted some energy to local enlightenment, came up with some winners. At the height of the railway walkout last spring, WAVE took cream time (9:30 p. m.), got labor, management and government partisans to thrash it out before a mike. Four days later WAVE repeated with a well-balanced panel on the President's drastic proposals for labor regulation. Teen-agers meantime said their say in a continuing series called "Juvenile Round Table," tackling hot ones like "Socialized Medicine," "The Atom Bomb," and "Juvenile Deliquency." Topping these and other good deeds, WAVE took a deep breath, celebrated United Nations Week by importing from the Museum of Modern Art in New York an exhibit of paintings by Soviet schoolkids. Hundreds saw the pictures, went away with a warm one-worldly feeling that Russian kids were not much different from our own. For courageous showmanagement in the Bourbon belt, salutations to WAVE from Variety.""

To Variety as to the public we serve, WAVE pledges a continuation of Responsible Showmanagement . . . with 1946 set as our minimum standard.

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

PROUD MOMENT for WMBD's president, Edgar L. Bill (third from l), marking 20th anniversary of Peoria station, is shared by his guest of honor, Bob Hawk, CBS quizmaster, admiring a wrist-watch presented to him by Mr. Bill, Charles C. Caley, WMBD executive vice-president; Al Foster, William Esty agency producer, New York, and Russell Woodward, Chicago manager of WMBD's national representatives, Free & Peters.

* * *

WMBD Peoria Marks 20th Anniversary; 11,000 Listeners Attend Special Show

WMBD Peoria, Ill., passed its 20th milestone March 22 with a full day of special ceremonies climaxed by two performances of a radio show in the city armory attended by more than 11,000 listeners. WMBD and CBS talent participated in the show.

Although the station originally had planned to present only one show, listener demand prompted WMBD President Edgar L. Bill to offer a second performance. In addition to the radio show, WMBD played host to over 3,000 visitors in its studios, and in the evening at the Pere Marquette Hotel to 700 guests at a special buffet dinner and cocktail party.

Speaking on the radio broadcast, Mr. Bill recalled the progress of WMBD since he assumed management 16 years ago.

Bob Hawk, CBS quizmaster, conducted a special quiz at which gifts totaling $2300 were awarded to members of the studio audience.

With Charles Barnhart, WMBD production manager, in charge of the anniversary program, and Milton Budd, WMBD announcer as m.c., more than a score of station entertainers participated. They were drawn from WMBD's staff of 60 employes.

A highlight of the evening's program was the appearance of Miss Irene Kircher, now a WMBD secretary, who sang "St. Louis Blues." Miss Kircher appeared on the first musical program to be broadcast on WMBD in 1927, when she sang the same song.

Brooks Watson, WMBD's director of news and special events, collaborated with Vernon Nolte, promotion manager, in arranging for the 20th anniversary celebration.

Sale of WNYC to Private Individual Seen Unlikely

WNYC, New York City's municipal station, will get $204,590 in 1947-48, almost $30,000 more than its appropriation last year, if Mayor William O'Dwyer's executive budget recommendations go through.

This would indicate that the proponents of selling the station to a private party will receive no support from Mayor O'Dwyer. In view of the budget estimate, they will probably be opposed by the mayor as they were by Fiorello La Guardia during his term.

AFRA ACCORDED RAISE IN CHICAGO STATIONS

CHICAGO'S Class B stations have agreed to AFRA demands for a blanket wage increase on existing weekly minimums of $3.50 to $83.50, retroactive to November 1946.

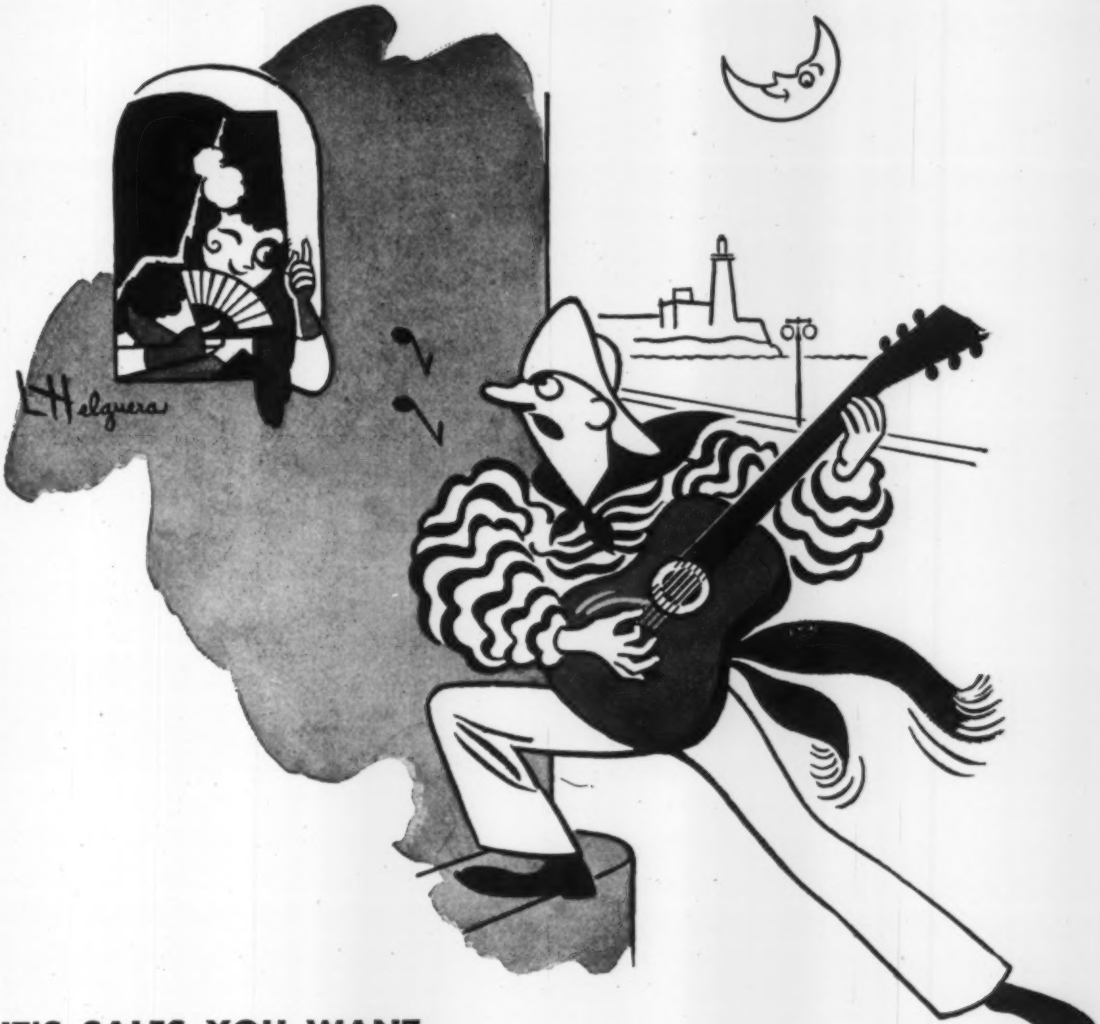
Ray Jones, AFRA national assistant executive secretary, said that in addition to the minimum wage increase for staff announcers all Class B stations would make the following pay raises: For singers, actors and freelance announcers five-minute to 15-minute programs, $4.60 to $6; 30-minute programs $6.33 to $8.25; 60-minute programs $8.05 to $10.45.

In addition to the wage increases the agreement provides two weeks sick leave and has a cost-of-living clause to reopen negotiations after the first year, with the two-year contract being retroactive to Nov. 1, 1946.

Class B stations affected include WIND WJJD WAIT WAAF WCFL WSBC and WGES.

IF IT'S SENORITAS YOU WANT...

Use a guitar in Havana!



IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

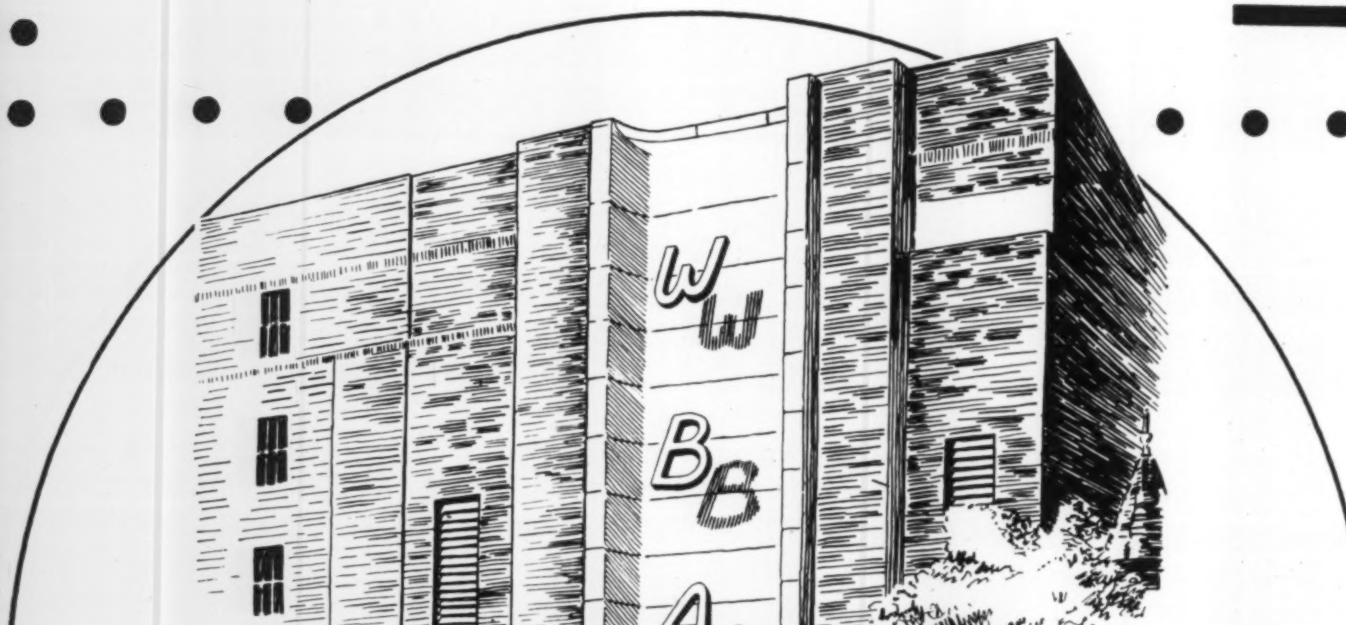
By every measurement, Station WTIC, Hartford,
dominates the prosperous
Southern New England Market

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN *Southern New England*
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

WBAL MEAN

—I



WBAL's New Broadcasting Studios to be Located at 2610 N. Charles Street

Sc

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Ba
in

NA
BY

NS BUSINESS

IN BALTIMORE!

Some of WBAL's pre-war plans are now nearing completion.

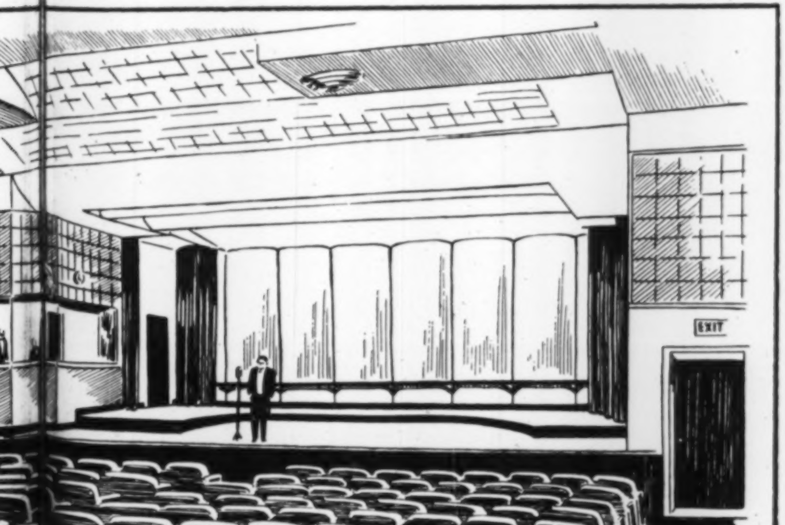
This spring we move into our new home, programs are attaining new heights of excellence and television demonstrations have begun.

These new facilities are designed to match the importance of this great and growing market. Baltimore, now America's 6th city, has been, for over 25 years, the fastest growing big city in the east. And the Baltimore area, rich and stable, is served effectively only by WBAL.

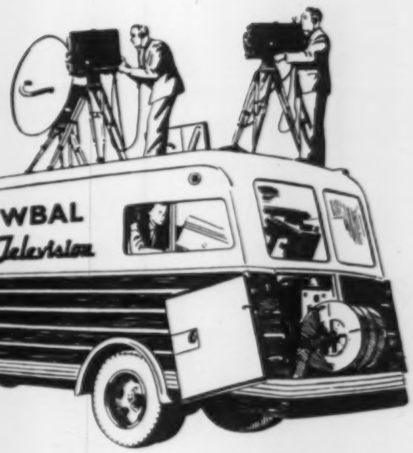
NATIONALLY REPRESENTED
BY EDWARD PETRY & CO.

WBAL

50,000 WATTS • BALTIMORE
NBC AFFILIATE!



SOON



WBAL is bringing Television to Baltimore. Field equipment has arrived and demonstrations have begun. We hope to have our television transmitter in operation by early fall.

Editorial

G.O.P. Look at FCC

PROPERLY sensing the sentiment of Congress, Chairman Wolverton of the House Interstate and Foreign Commerce Committee, last week introduced a resolution to investigate the FCC. It can't be said with accuracy that an investigation was inevitable. There were forces—some in radio—working against it. There was no organized effort by radio to foster an inquiry.

It is not unusual, particularly when political control changes, for Congress to probe independent agencies. The FCC repeatedly has been under fire for going beyond the Congressional intent in the regulation of broadcast services. In these columns we often have cited what we have regarded as undue arrogations of control over programs and business aspects of station operation.

We are pleased Chairman Wolverton emphasizes that the inquiry will be no witch-hunt. Historically, such muck-raking prosecutions have boomeranged. Seldom is anything accomplished legislatively. The objective must be legislation to remove every vestige of doubt about the limit of the FCC's jurisdiction.

Legislative drafting is a fine art. Unless every exit is hermetically sealed, an administrative agency usually finds a way to escape Congressional intent. Certainly, the FCC has assumed functions never dreamed of by the framers of the Radio Act of 1927, now embodied in the Communications Act of 1934.

It is not clear how far Chairman Wolverton proposes to go with his investigation. Chairman White of the Senate Committee has a new law in the mill. The same ground probably won't be covered in both Senate and House. But it is evident that the Republican majority in Congress does have in mind modern legislation to keep the law abreast of the art.

The House committee obviously was motivated by two desires: One, to ferret out the facts; two, to block any effort to set up a Select Committee to investigate the FCC, which would tend to chip away the committee's jurisdiction over radio. It had a fight last session as to jurisdiction over aviation.

Radio should stand ready fearlessly to present the facts. The task largely will devolve upon the NAB and upon the networks. The FCC can be expected to ask greater powers. It will have able people working full-time on legislation. Radio must make legislation its No. 1 job. There's nothing more fundamental than the fundamental law.

RECURRING problem of stations without newspaper connections which find legitimate program news and sometimes program logs omitted from the local press was solved last week by Maj. Edney Ridge, who directs WBIG Greensboro. After years of differences with the local papers over policy, the broadcasting company bought 16⅔% interest in the Greensboro News Co., publisher of both morning and evening papers. The step finds precedence in purchase several years ago of the "Indianapolis Star" and "Muncie Star" by Eugene C. Pulliam, owner of WIRE Indianapolis. Such "man bites dog" transactions may be costly but certainly should be an effective way of solving the problem.

Ask Rochester!

ANOTHER prop has been pulled from beneath the mountain of newspaper boasts that only white space can sell goods for the retailer.

This time the U. S. Census Bureau supplies official evidence that merchants can move goods—more than ever before—during a three-month newspaper strike. Radio was the basic advertising medium that moved this merchandise.

The setting was Rochester, N. Y., a shopping area of a million persons. The time was November, December and January, certainly the worst of all periods for a media crisis.

Though Rochester's three stations (a fourth took the air in late January) were loaded down with network and long-standing commitments, they rose to the emergency. All possible time was turned over to local merchants, with national advertisers sidetracked even when they offered long contracts.

The details are told on another page in this issue. And what details!

They show that Rochester stores had record sales in November and December, with a trend matching that of Buffalo, a comparable trading area that had no newspaper strike.

And then in January when the holiday buying impulse had disappeared, Rochester stores showed less of a decline from December than that experienced by their Buffalo neighbors.

Can radio sell goods for retailers? Ask Rochester. Ask the smaller Rochester merchants who didn't see the need of using radio; they were the only retailers whose sales suffered during the strike.

Boys in the Bleachers

WHENEVER a network shifts a commentator, the boys in the bleachers are heard from. It doesn't matter whether the commentator is left or right or on dead center. It stems from the metamorphosis which occurs when a newspaperman turns commentator. He sheds the journalistic cocoon and becomes talent.

William L. Shirer's exit from his 5:45 Sunday spot on CBS is the latest *cause celebre.* Mr. Shirer himself so regards it.

Mr. Shirer is a top-drawer newsman. He knows foreign news. He performed distinguished service during the war. He has a persuasive, earthy manner. We happen to like him.

But CBS feels otherwise. Its officials thought a shift was desirable for better schedule balance. It did what newspapers do regularly. A columnist with a hallowed spot on the editorial page might suddenly find himself in the classifieds. Or out altogether. A star reporter is shifted to the copy desk.

NBC recently was rapped by the so-called "liberals" when it changed personnel, format and origin of the Alka-Seltzer *World News Roundup.* NBC wanted to emphasize domestic news. The rating improved. CBS probably had the same thing in mind. MBS has been berated for too many commentators on the right; ABC for too many on the left.

Always, too, sponsor influence is charged. What's wrong with an advertiser changing his program? J. B. Williams Co. may have concluded it couldn't reach Glider shave cream prospects with the same kind of audience appeal. Next year it may want a sports commentator to reach the blue-beards, or a throaty singer to get to the peach-fuzz lads.

If commentators would realize that they're newsmen who hit it lucky because radio gives them audiences in the millions instead of readers in the thousands, their approach might be different.

Our Respects To—

GEORGE EMERSON MARKHAM

WHEN GEORGE EMERSON MARKHAM first became microphonically ambitious at WGY Schenectady in 1925, he tried to find the program which nobody else could do. Despairing of success in this quest, he then began to look for a program which nobody else would do.

This was easier. No one, apparently, cared to build a farm radio service. In fact at WGY the chore most to be avoided was the daily 6-6:30 p. m. stint when the announcer filled in for a half hour with news, instruction, entertainment, weather reports, crop and market reports and whatever other agricultural material was on hand. But Mr. Markham, after three months of unhappiness in this role, decided to make something of it.

Out of this inspiration came the *Farm Forum* and the *Farm Paper of the Air*, two of the oldest and most respected farm radio services in broadcasting annals.

The story of these two programs, begun in November 1925, is essentially the story of Emerson Markham's rise to the position of a leading authority on agricultural radio. For pioneering these shows Mr. Markham in 1929 received the Charles A. Coffin award, highest prize for General Electric employes, presented for meritorious service and outstanding achievement.

Since May of last year Mr. Markham has been stations manager of WGY and WGFM and of television station WRGB. In this job he coordinates and supervises the nontechnical functions of three stations, operating in three different fields of broadcasting.

Born at Binghamton, N. Y., in 1904, Mr. Markham suffered from "stagestroke" through high school in Hoosick Falls, N. Y., and Deland, Fla., and later at John B. Stetson U. in Deland. In high school he forsook the thespian urge long enough to compete in basketball and baseball, but in college was a member of Theta Alpha Phi, national honorary dramatic fraternity.

From college Mr. Markham came to General Electric's accounting department in 1923. But it was by a roundabout route which included being a bobbin boy in the Superior Knitting Mills in Hoosick Falls, and a season of door-to-door book peddling. His approach to the housewife in those days was: "I came to see you about Johnny's homework." This implied endorsement by school authorities opened many a door to Mr. Markham, but mostly on Monday. The Monday successes Mr. Markham frankly attributes to desire of the housewife to

(Continued on page 60)

Good Music Thrills New York

Alive in thought... active in their interests... in love with good music... are the people who listen to WQXR. More than half a million New York families—a city within a city—love WQXR because music is an important element in their lives. They turn to WQXR for entertainment and news for 62% of their radio listening time.

Over 80 advertisers use WQXR as a medium for better sales today... consistent buyers tomorrow. They value the above-average purchasing power of WQXR's music-loving, discriminating families. For results, use WQXR... "New York's Most Beloved Radio Station"... famed for good music and the news bulletins of The New York Times.

WQXR

AND FM STATION WQXQ

Radio Stations of The New York Times

MANAGEMENT

DONALD GEHRING, formerly of WFRO Fremont, Ohio, has been appointed general manager of WTOD-FM Toledo.

JAMES C. MILLER III has been named station manager of WMFT Florence, Ala., and elected vice president of Tri-Cities Broadcasting Co., licensee.

L. W. LOHMAN CBS vice president in charge of television, last week was appointed chairman of a committee of New York radio leaders to coordinate radio promotion of the April New York cancer drive.

REYNOLD R. KRAFT, NBC television sales manager, April 3 addressed 13th annual sales conference of the Edison Electric Institute at the Edgewater Beach Hotel, Chicago. Subject of his talk was "Commercial Opportunities of Television."

JOHN J. LAUX, managing director of WSTV Steubenville, Ohio, has been named publicity chairman for the Steubenville Sesquicentennial and Veterans Homecoming to be held in Steubenville first week in July.

KEN SOBLE, owner of CHML Hamilton, Ont., conducted the Ken Soble Amateur Show at Toronto's Maple Leaf Gardens March 23 in aid of the Ontario Society of Crippled Children. Show was produced by CHML staff and carried on 14 Ontario stations.

MARK WOODS, ABC president, and **JOHN H. NORTON Jr.,** ABC vice president in charge of stations, left New York March 29 for meetings with members and owners of ABC affiliated stations. March 31 they were in Kansas City and April 2 in Fort Worth, Tex.

ROBERT L. O'BRIEN, general manager of WBEC Pittsfield, Mass., has resigned because of poor health. He has been replaced by **JAMES L. SPATES,** former general manager of WHAI Greenfield, Mass.

JOE CARROLL, manager of KMYC Marysville, Calif., has been elected president of local Rotary Club.

WALTER ROTHSCHILD has been appointed vice president in charge of national sales of WTAD Quincy, Ill. **LEO W. BORN** has been named vice president in charge of engineering.

LEWIS ALLEN WEISS, vice president and general manager of the Don Lee Broadcasting System, is in Los Angeles' Good Samaritan Hospital for a one-week checkup.

KEN R. DYKE, NBC vice president and director of broadcast standards and practices, will address a Hollywood Advertising Club luncheon today on "The Use of Radio in Democratizing the Japanese."

CLAIR R. McCULLOUGH, president of WGAL Lancaster, Pa., has received the annual prize given by the Lancaster Elks lodge for meritorious service to the community. The award was presented for the first time this year.

J. M. O'HARA, manager of WMAN Mansfield, Ohio, has received from the Ohio Fuel Gas Co. a hand-drawn certificate commending WMAN for its assistance and cooperation during the past winter's natural gas emergency.

NOW ON 5000 WATTS

FULL-TIME OPERATION
18 HOURS A DAY

Dedicated to a better service for listener and advertiser in Canada's major market, Southern Ontario.

There are more people per square mile in CKOC's new 5,000 watt coverage than in any other market in Canada. (*)

(*) .5mv contour potential: 1,800,000 Canadians

1150 CKOC 1150
HAMILTON ONTARIO

Broadcasting at its Best

SERVING THE BEST INTERESTS OF THIS COMMUNITY SINCE 1922

Representatives — Canada—All-Canada Radio Facilities
United States—Weed & Company

ROBERT KENNETT MOVES TO NEW POST WITH CBS

ROBERT KENNETT, manager of program relations for the past four years, will take over the newly created post of director of commercial program development for Radio Sales, spot broadcasting division of CBS, effective May 5, it was announced last week by Jack L. Van Volkenburg, general sales manager.

In this new position, which, according to Mr. Van Volkenburg will provide a further service to agencies and advertisers, Mr. Kennett will act as liaison with Radio Sales represented stations in building and developing commercial programs designed to answer specific sales problems.

Mr. Kennett has a varied background in radio dating back to 1927 when he started as an announcer at WBOW Terre Haute, Ind. From 1929 to 1938 he was program director of WSBT South Bend, program manager of WLW Cincinnatti and producer for KFWB Hollywood. From 1938 to 1943 he was program manager of WHAS Louisville and from 1943 to the present time CBS manager of program relations.

PLAN DRIVE TO ENLARGE CIVILIAN NAVAL RESERVE

ADVERTISING CAMPAIGN designed to triple the size of the Civilian Naval Reserve is being planned jointly by the U. S. Navy, the Advertising Council, reserve organizations and the Division of Advertising Liaison of the Office of Government Reports, it was announced last week.

J. Walter Thompson Co., New York, will act as the Council's volunteer advertising agency on the campaign, which will extend from April 15 to July 1, and will reach a peak during Operation Naval Reserve Week May 18-25.

The agency has prepared a series of advertisements and drop-ins based on the theme, "Here's a way to make your spare time profitable," which will be distributed to all U. S. daily newspapers. The Council also will include the campaign in its May-June Radio Bulletin sent to advertisers and advertising agencies.

Composers Encouraged

A SPECIAL CLAUSE to encourage use of the works of Canadian composers was inserted by Canadian broadcasters into the new BMI Canada Ltd. contract, signed at Toronto last week. Through BMI, broadcasters are making available the works of Canadians in the full BMI repertoire in Canada and the U. S.

Winners Announced

WINNERS in nationwide contest, which closed February 20 on ABC "Jack Armstrong" program, have been announced with 1000 bicycles awarded as prizes. Program is sponsored by General Mills, Minneapolis (Wheaties), and handled by Dancer-Fitzgerald-Sample, Chicago.

COMMERCIAL

NORMAN B. GARDINER Jr., merchandising specialist, has joined the commercial department of Sun Country Broadcasting Co. of Arizona, to handle sales for KTSC and KTSC-FM Tucson, KPSC and KPSC-FM Phoenix and proposed stations of the group at Flagstaff and Yuma.

WWSC Glen Falls, N. Y., has appointed Universal Radio Sales, New York, as national representative.

JACK L. SAYERS, former commercial manager of CKCK Regina, Sask., has been appointed sales manager of CKWX Vancouver. He succeds **R. I. P. CROTTY,** who has resigned to go into business for himself. Mr. Sayers started at CJCA Edmonton as announcer. **GIL SEABROOK,** formerly of the sales staff of CJCA Edmonton, has been appointed commercial manager of CKCK. He is succeeded at CJCA by **JOHN DEAN.**

DON MACLEOD, new to radio, has been appointed commercial manager of CHUM Toronto.

MARY AGNES WOLFF, former traffic manager for WPDQ Jacksonville, Fla., has gone overseas for the American Red Cross. WPDQ's new traffic manager is **MARY ALICE PARSONS.**

TONY MIELKE, ex-WINX Washington salesman, has joined WRC Washington sales department.

LES SOLLERS, formerly in sales department at KGVO Missoula, Mont., is now an account executive at that station.

SMITH BINNING, new to radio, has joined the sales staff of WFBL Syracuse.

ROBERT H. NEFF, commercial manager of WSPB Sarasota, Fla., is the father of a boy, Robert Jr.

Chart Credit

CHART appearing on page 40 of the March 24 issue of BROADCASTING which showed the percentage of time occupied by advertising on NBC in comparison with the average space devoted to advertising in newspapers and magazines was incorrectly credited to *The People Look at Radio* by Dr. Paul F. Lazarsfeld and Harry Field. The chart was part of an article by Charles Hull Wolfe of the Batten, Barton, Durstine and Osborn radio commercial department on "Critics of Radio Commercials Answered" and was prepared by Mr. Wolfe.

Jurists' Opinion

FIRST hand opinions by prominent Southern California jurists are given in weekly quarter-hour program, "Verdict Rendered," on KFOX Long Beach. Originating from Los Angeles City Hall, program weekly features new panel of county judges and officials. Discussion centers around current subjects on a man-to-man basis.

WBTM
DANVILLE, VIRGINIA

The Voice of the Rich Piedmont Region *

(SOON 5000 WATTS)

PHONE SANDY GUYER
DANVILLE 2350

* BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.

American Broadcasting Company

NRI Case #87

THE CASE OF THE HIDDEN TREASURE

BEMAN AGENCY
CANCELLATION

Beman's* agency, producers of many successful radio shows, still suffered the inevitable failures—programs with coincidental ratings so low that sponsors ran for cover.

But Beman's faith in many of these shows was unshaken. "They just *can't* be that bad," he confided to us at Marketing Research Headquarters. So we studied one case thoroughly, and found:

1. **AUDIENCE SIZE:** Condemned by a coincidental of 4.2%, the *true* average audience was 7.5%, per indisputable NRI records—or 79% *higher!* (See Chart.)
2. **AUDIENCE QUALITY:** NRI revealed a valuable *quality* in this program—great power in reaching small town-rural markets—buried treasure for any advertiser who wants to invade these tremendous but hard-to-reach markets. (Only NRI measures audience quality, reveals these opportunities.)

3. **MARKET COVERAGE:** This program actually reached, in 4 weeks, 21% of all radio homes—amazing market coverage for one modestly-priced show. (Revealed by "Cumulative" audience—another exclusive NRI feature.)

"How long has this been going on?" demanded Beman. "Why didn't somebody tell me?"

So we told Beman—and now we tell you—that you can no longer afford to hamstring your clients and yourselves (and radio as a medium) by continued use of outmoded yardsticks which can't measure audience *size*, audience *quality*, *market coverage* (Cumulative Audience) or countless other factors of equal value.

For failure to *make full use* of NRI facts:

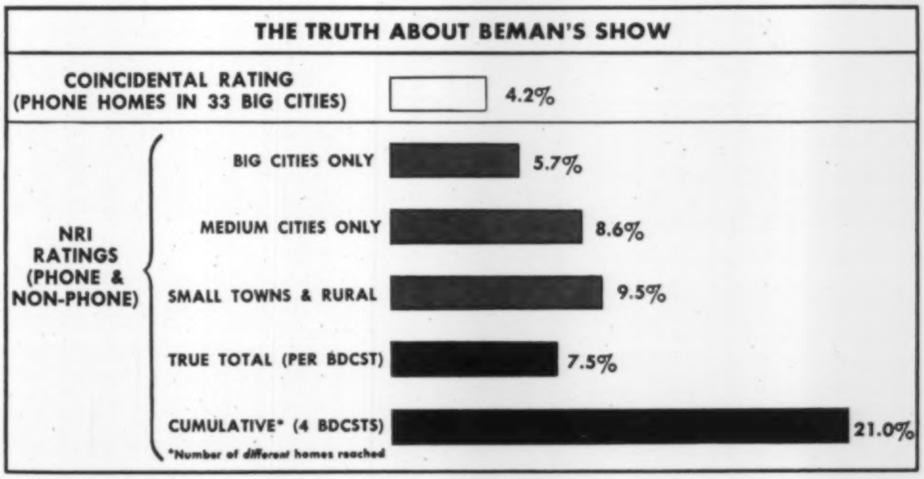
—How many valuable programs have been cancelled?
—How many advertisers have lost a rare chance to gain sales at low cost?
—How many agencies, artists and creative radio men have been unfairly criticized—*even fired*—for shows appealing to large but *unmeasured* audiences?

Many of the smartest radio people, seeing these vital truths, have recently climbed aboard the NRI bandwagon!

NRI
YOUR PROGRAM

How much longer can *you* afford to have *your* best creative efforts short-changed—to leave them utterly defenseless against attacks based on incomplete, wholly inadequate information—to allow the true values in your creative efforts to remain hidden from the world?

We stand ready to place *instantly* at your disposal the finest, most complete research facilities ever developed for any advertising medium. It's your move!



●

NIELSEN RADIO INDEX

A Complete Research Service (based on accurate electronic recorders) which provides, on a continuous basis, the vital facts needed in solving the problems and capitalizing the opportunities of programming, time buying, time selling of Radio.

●

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*Not his real name, but you know him well.

2101 HOWARD STREET
CHICAGO

A. C. NIELSEN COMPANY
WORLD'S LARGEST MARKETING RESEARCH ORGANIZATION

500 FIFTH AVENUE
NEW YORK

IN THIS
AMAZING
Phoenix
ARIZONA

★ 25 PER CENT
MORE TELEPHONES
ARE NOW IN USE
IN THE
PHOENIX AREA
THAN ON
AUGUST 15, 1945
(WAR'S END)

★ 37%—WHEN ALL
APPLICATIONS
HAVE BEEN
FILLED

KOY
550 KC
1000 WATTS
IS FIRST

CBS Affiliate
KEY STATION OF THE ARIZONA NETWORK

Management affiliated
with WLS, Chicago
Burridge D. Butler, President

National
Representatives
JOHN BLAIR
& COMPANY

PROMOTION

LORIN MEYERS, formerly of promotion department of WSB Atlanta, has joined WRC Washington as promotion manager.

J. E. VAN NESS, former national advertising manager, Wichita Eagle, has been named merchandising manager of KMA Shenandoah, Ia.

H. B. HOOK, public relations director of KGLO Mason City, Iowa, and WTAD Quincy, Ill., has been appointed Iowa head of the American Cancer Society's April fund drive.

HANNA STEWART has joined the promotion and publicity staff of KCMO Kansas City.

MAURY BAKER, member of the sales promotion department of KGO San Francisco, has returned to his desk following 10 days in the hospital because of a back injury.

SUMNER FELLMAN, WKXL Concord, N. H., publicity director, has resigned to go into business in his home town, Newburyport, Mass. Member of original WKXL staff, Mr. Fellman joined station in June 1946.

JACK RYAN, manager of NBC Central Division press department, Chicago, is in Hollywood for two weeks.

World Series Movies

AS PART of campaign to keep youngsters off the streets by offering attractive and beneficial activities instead, second showing of 1946 World Series will be shown by WWDC Washington on April 12 to accommodate children unable to see first showing last month. Sponsored by Tony Wakeman, WWDC sportcaster, movie is presented at U. S. Dept. of Commerce auditorium.

Letters to Police

POLICE chiefs in primary area of WOWO Fort Wayne, Ind., are getting letters from station calling attention to ABC's new "Treasury Agent" show. Letters urge all police and detectives to listen in.

Theatre Party

A LONE RANGER theatre party staged by WCOP Boston brought 14,000 youngsters into the Boston Garden on March 22. Price of admission was the top from a box of Kix, Cheerios or Wheaties, products of General Mills, sponsor of the ABC serial. WCOP's Nelson Bragg was m.c. of the three-hour program which included a Western movie, songs by the Westernaires and two basketball games. Latter part of the program was supervised by Chuck Crosby, WCOP sportscaster.

Housewife Contest

MARK SHEELER of WINC Winchester, Va., is conducting a monthly contest to select the "Housewife of Winchester." Entrants must write a letter telling what has made their marriage successful and what, in their opinion, is the cause of the soaring divorce rate. Winchester's "Outstanding Housewife of the Year" will be chosen from among the 12 monthly winners.

Script Contest

NEW JERSEY students are taking part in a script writing contest sponsored by the New Jersey Department of Economic Development in conjunction with WTTM Trenton. Scripts must involve an event prominent in the state's history. The winner and his class will take a trip to the scene of the event he describes, with all expenses paid.

Veterans at Agency

A BROADSIDE featuring the returned servicemen and women in its employ has been circulated by McKim Adv. Ltd. of Montreal. Piece features photographs of 40 reconverted McKim employes with thumbnail biographies.

Joint Promotion

KYW Philadelphia has joined with the Philadelphia Radio Service Men's Assn. for technical and promotional cooperation. The PRSMA has achieved prominence for its efforts to eliminate racketeering in the radio repair business in the Philadelphia area. KYW has offered the association use of its station facilities for meetings, personal services and promotion material. In turn Association members help in KYW promotion.

About Radio Couple

FOLDER on Grace Matthews and Court Benson (Mr. and Mrs. Benson), radio actors, bears initial query of "April Foolhardy?" and follows through on inside with "No, we weren't April foolhardy, thanks to you." Couple arrived in New York April 1 of last year from Canada, folder explained, and now are well established in U. S. radio. Piece continues with listing of their leading and feature parts on the air. Jane Barton, public relations, New York, prepared piece.

Inspection Tours

A VISIT to the transmitter of WTAG and WTAG-FM Worcester is one of the inspection trips planned for delegates to the northeastern district meeting and student branch conference of the American Institute of Electrical Engineers, to be held in Worcester, April 23-25.

Coverage Report

NEWS COVERAGE by WHAM Rochester, N. Y., during recent three month newspaper strike is featured in a four-page brochure sent out by WHAM's promotion department. Thirteen pictures tell how WHAM's news bureau filled the gap caused by the strike.

FM at School

AN FM DEMONSTRATION drew an audience of 1,000 students to the auditorium of the Proctor High School in Utica, N. Y. last week. WIBX-FM Utica went on the air a half-hour early to provide an actual demonstration of FM. This was the first in a series of such demonstrations to be given by the station for high school students in Central New York.

Cities Honored

HONOR CITY promotional program has been instituted by WKZO Kalamazoo, Mich. Remote broadcasts are arranged from various Michigan cities being honored. Half-hour shows usually originate in local auditoriums and include interviews with prominent citizens and songs by high school choruses.

Column Comments

TEARSHEETS of a page from the Pittsburgh Sun-Telegraph containing new half-column feature ad by KDKA Pittsburgh have been issued, with large red letter script across the page telling of the promotion. Ad is in form of a commentary column on KDKA programs titled "Dialing In." Six columns are run a week.

Recruiting Promotion

WPAT Paterson will repeat its last year's Army recruiting drive this year with the cooperation of more than 50 Jersey newspapers. Each of the newspapers will cooperate with veteran and civic organizations in their communities to choose "The Ideal American Girl" in their town who will vie at the Paterson Armory "A Night of Heroes" affair on May 29, for the title of "Miss North Jersey Recruit of 1947."

Winners to New York

THE WINNERS of the CBS "School of the Air" essay contest, three school children and their teacher, were sent to New York by WCHS Charleston, W. Va., as a reward for winning out of an entry list of 3,200 listeners in Charleston to the CBS series. The quartet spent three days in New York last week attending CBS shows, seeing Broadway plays and watching the Fifth Ave. Easter parade on April 6.

KMBC Folder

FOUR PAGE multi-color folder developing theme "Rome Wasn't Built in a Day . . . Nor Are Radio Stations," has been prepared by KMBC Kansas City. Also serving as trade paper ad insert, piece reviews highlights of "What one man's station has done to justify greater responsibilities in tomorrow's broadcasting." Last page is devoted to promotion of The Texas Rangers library, an Arthur B. Church property. Mr. Church heads KMBC.

Sex Series Report

BROCHURE titled "The Story of Sex on the Air in Boston" has been prepared by WEEI Boston to relate in summary the success of its program series of last summer on "Sex Guidance for Youth." Four page presentation states that scripts are available on request and that to date requests have been received from 19 states. White cover bears embossed picture of a bird, bee and flower.

Emerson Set Promotion

AN EXTENSIVE factory-distributor-sponsored promotion has been announced by Emerson Radio and Phonograph Corp., New York, in the form of broadsides sent to all franchised dealers throughout the country. The newspaper campaign, which began week of March 30, is employing a series of 1000 and 800-line advertisements in more than 300 cities, featuring new 1947 models and urging calls on "nearest Emerson radio dealers." The theme is "better style, tone performance and value."

WHHM News Sign

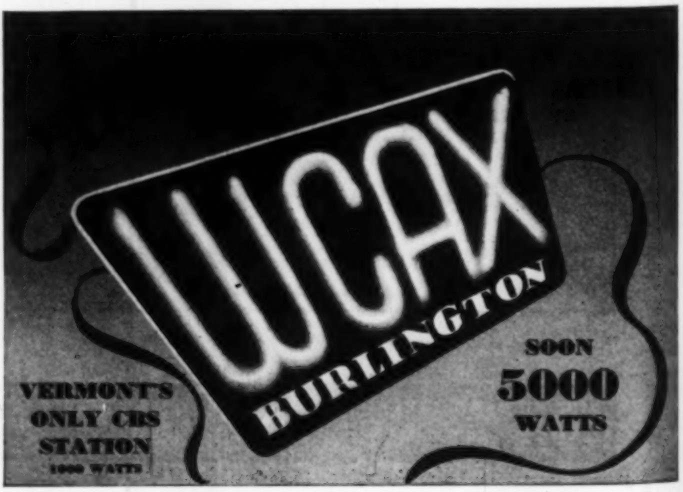
NEWS BULLETINS are now flashed over Memphis' business district by a Trans Lux sign, sponsored by WHHM that city. The new sign is located at fourth floor level and is visible for several blocks along two streets.

Window Displays

WINDOW displays pointing up programs and advertised drug products of WISN Milwaukee have been placed in 25 drugstores throughout Milwaukee County trading area. Hand-painted, brightly colored backgrounds, individually designed for each store, are part of merchandising and promotion service operated by station.

Public Service Review

BOOKLET summarizing station's public service activities the past year has been released by WQAM Miami. Piece is illustrated with photographs of staff and talent and includes copies of testimonial letters.


WCAX
BURLINGTON
VERMONT'S
ONLY CBS
STATION
1000 WATTS
SOON
5000
WATTS

WHOM has the answers

DAILY NEWS

Copr. 1947 by News Syndicate Co. Inc. NEW YORK'S PICTURE NEWSPAPER Trade Mark Reg. U. S. Pat. Off.

Listening In

WITH
BEN GROSS

SOAP OPERA IN ITALIAN? AND ALSO 'MR. & MRS.'; STATION WHOM HAS 'EM.

Foreign but Familiar . . . Soap operas? You may hear them any day in Italian on the foreign language stations of New York. Also "Mr. and Mrs." programs, quiz sessions, audience participation shows and crooners who sing through their noses. One and all, you may tune them in via the non-English broadcasters of the metropolitan area. And you will find that although the tongue is strange, the format follows the stencils created by the Harvard, Princeton and Broadway alumni of American hucksterdom. But running one of these foreign-speaking studios is a job requiring a tact, a diplomacy, a Machiavellian subtlety in smoothing fiery and ruffled temperaments that most native radio men cannot master. Charlie Baltin, program director of WHOM, with that station for seven years, summed it up to me when he said, "I'm now with the UN." . . . "You mean out at Lake Success?" I asked. "No, up on 57th St. at our studio."

Charlie Baltin

WHOM, one of the most successful of all the foreign speech outlets, is typical of most of them. So a study of its program listings tells a story of wide implications. Now, we introduce the Old Professor—Charles Baltin himself, who will do the explaining, with appropriate gestures and meaningful illustrations. Take it, Charlie!

Charlie—"Okay. Let's consider serials. We have a highly successful soap opera on WHOM in Italian, titled "Until Death." But it's much more exciting than the American brand. The Italians like their romances strong and their tragedies potent."

Your Reporter . . . "But what about those 'Mr. and Mrs.' items? Has that plague tarnished the language of Dante, too?"

Charlie—"I wouldn't say 'tarnished'. Don't be so vulgar! But our Italian speaking listeners dote on 'The Cipuduzzas'.

Y. R.—"I'm all agog, Charlie. Tell me more."

Charlie—"NBC has its Fred Allen and Jack Benny. But we've got 'Pasquale C. O. D.' This is probably the longest running comedy show in the foreign field. It deals with the tribulations of an Italian grocer. And speaking of comics, the Italians have a Henry Morgan, too. He kids the life out of the sponsor. Mr. Alexander and Mr. Anthony also have a rival here in the Jewish Court of Arbitration. The recordings are made on the Lower East Side. And some of the cases! You should hear them! And as for pop singers, just give an ear sometime to Nino D'Aurelio, who recently arrived from Italy."

Y. R.—"That takes care of the Italians. What about the others?"

Charlie—"We broadcast in six foreign languages: Italian, Polish, Yiddish, German, Russian and Greek. English? Yes, we have an all-night recorded program conducted by two frantic characters known as Symphony Sid and Ray Carroll. But maybe it's not strictly English at that. For these boys speak in 'jive' and Mr. Webster would never recognize their words."

Y. R.—"Anything more, Mr. B.?"

Charlie—"Well, did you know, one of the best times to reach Polish-American listeners is around 7 in the morning? That's because they're hard workers and early risers. . . . And do you realize that each language has its own sponsor appeal? For example, Italian programs attract spaghetti, wine and cheese makers as bankrollers . . . patent medicine, jewelry and furniture companies back Polish periods . . . clothing, theatrical, pastrami, salami and other food manufacturers and sellers are fond of Jewish hours . . . the Russian programs draw intellectual sponsors: books, theatricals and the cinema."

Thank you, Professor Baltin. You have proved what many did not know: There is a universe of comedy, drama and human interest on our airwaves in tongues that most of us do not understand.

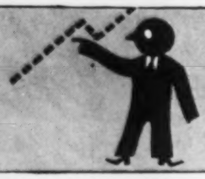
WHOM is New York's Showmanship Station in FOREIGN LANGUAGES

GENEROSO POPE, PRESIDENT
FORTUNE POPE, MANAGER

WHOM
NEW YORK

The Il Progresso Station

AGENCIES



TED STEELE, former program director of WHDH Boston, has been appointed head of the radio department of John C. Dowd Inc., Boston.

ELIZABETH BLACKMAN, former copy director of Associated Products, Chicago, has joined J. Walter Thompson Co., Chicago, as copy writer.

IRA L. MORTON, former account executive with Henry H. Teplitz Agency, Chicago, has joined Jones Frankel Co., Chicago, in similar capacity.

RUSSELL NAGLE, former regional manager of retail representatives department of Life magazine, April 1 joined Erwin Wasey & Co., Chicago, as merchandising director.

ROBERT DUBERSTEIN, former account executive with Adair & Director, New York, has joined Robert Isaacson Assoc., New York, in same capacity.

SHIRLEY WOODELL of the J. Walter Thompson Co. international department, New York, has returned from a seven week's visit to the agency's Latin American office, where, he reports, a high demand exists for American products.

MARY ELLEN HENLE, formerly with the advertising department of Lord & Taylor, New York department store, has joined Doherty, Clifford & Shenfield, New York, as account executive on Dobbs Hats.

SHERMAN & MARQUETTE has been elected to membership in the American Assoc., of Advertising Agencies.

TODD DOWNING, formerly with N. W. Ayer & Son, Philadelphia, has joined copy staff of Gray & Rogers, Philadelphia.

STEPHEN I. HALL, former merchandising editor of Radio and Television Retailing and previously regional chief of War Production Board, has joined Fuller & Smith & Ross, New York, as associate account executive.

HAL R. MAKELIM, president of Makelim Assoc., Chicago, is in Hollywood for three weeks of conferences with agency officials there.

HERMINE JACKEL, formerly on the copy staff at Compton Adv., New York, has joined A. W. Lewin Co., New York, in the same capacity.

MARJORIE PAUL, former associate copy chief on the Woodbury account at Lennen & Mitchell, New York, has joined Robert W. Orr & Assoc., New York, in same capacity.

LESTER LOEB, general manager of Emil Mogul Co., New York, is author of a book. "Better Photography," published by Philosophical Library, New York.

MARTIN MALLER, former copy writer of Jones Frankel Co., Chicago, has joined Kuttner & Kuttner, Chicago, in similar capacity.

WILLIAM KESTER & Co., Hollywood, will continue to operate with same accounts and basic operation despite recent death of **WILLIAM THOMAS KESTER. GEORGE H. STELLMAN** and **EUGENE POWERS**, partners of Mr. Kester, head firm.

W. C. JEFFRIES Co., Los Angeles, has established additional offices at 350 S. Alvarado St. for its radio department.

HOWARD P. GRAY, former commercial manager of KFVD Los Angeles who recently joined agency, heads new office.

GLORIA C. WICKERSHAM, account executive and timebuyer, has shifted to radio department.

PACKARD & PACKARD, Los Angeles, has moved to larger offices at 1250 Wilshire Blvd. New telephone is Trinity 8557. **MAYLOU SULLIVAN**, formerly of R. H. Gary Inc., Des Moines, has joined agency as copy writer.

PHIL LANE, former West Coast manager of Manson-Gold Adv., Hollywood, has joined Makelim Assoc., that city, as account executive.

JEFFERSON K. WOOD, account executive of Glasser-Gailey, Los Angeles, is at his home recuperating from a heart attack.

JIM EELLS, formerly radio director of Connors Co., Hollywood, has joined Glasser-Gailey, Los Angeles, as account executive.

DICK DONALD Adv., Los Angeles, has moved to larger quarters at 338 S. Western Ave. Telephone is Fairfax 8727. **BELLE FORSYTH** has joined agency as production manager.

CHARLES PURNELL, former copy writer of WKY Oklahoma City, has joined Robert F. Dennis Inc., Los Angeles, as chief copy writer.

PHILIP J. KELLY, vice president of Lennen & Mitchell, New York, April 1 addressed the dinner meeting of the Assn. of Advertising Men of the Young Men's Advertising Fraternity at the Duane Hotel, New York.

ATHERTON PETTINGELL, president of Dorland International—Pettingell & Fenton, New York, arrived in Hollywood March 28 for two weeks conference with agency officials there.

TOM LEWIS and **AL SCALPONE**, vice president and radio production manager, respectively, of Young & Rubicam, Hollywood, are in New York for series of April meetings with home office executives and clients.

SAM PIERCE, production head of Ruthrauff & Ryan, Hollywood, March 31 became radio director of the agency, taking over duties of **ROBERT BALLIN**, now with Foote, Cone & Belding [BROADCASTING, March 24].

MALCOLM WALLACE McCLELLAN, formerly with the production department at Young & Rubicam, New York, has been appointed general manager of Bruce Angus Adv., New York.

D'ARCY J. LEONARD has been appointed vice president of F. H. Hayhurst Co., Toronto. Mr. Leonard is a director of the agency and has been with firm since its formation in 1928.

J. C. CREIGHTON, former sales manager of Bayer Co. and Sterling Products Co., Windsor, Ont., has been appointed an account executive of Cockfield, Brown & Co., Toronto.

CURTIS BERRIEN, former chief of copy staff, McCann-Erickson, Chicago, has joined Tatham-Laird, Chicago, in similar capacity.

CLARENCE ROACH, DONALD THOMPSON, DONALD SPATZ, ALLEN DAVIS, CHARLES WARREN and RONALD DAWSON have been signed by the Hoot Agency to write a series of half hour programs to be syndicated throughout the United States and Canada.

MERRITT E. WILLEY, former account executive of Allen & Marshall and The Tullis Co., Los Angeles, has joined Harry J. Wendland Adv. that city, in similar capacity. **ROBERT GERTSON** has been added to agency as assistant to **JOHN RILEY**, production manager.

HAY L. McCLINTON, New York vice president in charge of radio for N. W. Ayer & Son, arrived in Hollywood April 3 for two weeks of conferences on summer replacements and fall plans of network shows.

ROBERT MERRICK, manager of J. Walter Thompson Co. offices in Brazil, is to visit the agency's New York office for a week beginning April 11, to confer with clients.

MICHAEL K. MICHAELS, former copywriter at BBDO, New York, has joined Newell-Emmett Co., New York, in same capacity.

TRACY-ROBINSON, New York, formerly at 270 Park Ave., has moved to larger quarters at 25 Vanderbilt Ave.

AMERICAN CABLE AND RADIO Corp., through its subsidiaries, The Commercial Cable Co. and Mackay Radio and Telegraph Co., extended telegraph service between the U. S. and German nationals located in the British and American-occupied zones of Germany on April 1, it was announced last week by Warren Lee Pierson, president of ACR.

Public Relations Policy Post Is Given to Chaplin

RICHARD CHAPLIN, public relations director of Crowell-Collier Publishing Co., New York, has been appointed to head the newly formed public relations policy committee created to assist the Advertising Council in forming a public relations policy for its 1947 program. Mr. Chaplin formerly was connected with NBC and press associations in the U. S. and Europe.

Serving with Mr. Chaplin on the committee are: Jerry Mason, assistant editor, *This Week* magazine; C. B. Larrabee, president and publisher of *Printers Ink;* Irwin Robinson, Tracy-Robinson Inc., A. A. Schechter, vice president, MBS; David Magowan, vice president and advertising director of the Western Newspaper Union, and Bradley Kelly, vice president of King Features.

Michael Amrine, public relations director of the Advertising Council, will serve as secretary of the committee.

WBRK Local Forum Idea Offered to MBS Outlets

A SPECIAL TIME period ranging from 15 minutes to half-hour is being offered by the 400 MBS affiliates to local organizations for discussion of the topic scheduled for the regular MBS Tuesday evening presentation of the *American Forum of the Air* (9:30-10:15 p. m.).

The set-up was conducted recently as an experiment by MBS affiliate WBRK Pittsfield, Mass. A number of civic, social, religious and labor-management groups discussed for themselves prior to network broadcast the topic to be heard on the regular program, and the special time period was given by WBRK to a representative unit from these community groups to present their own "Pittsfield" forum after the network program was aired.

The format of this station's plan is currently being forwarded to all MBS stations.

'REMARKABLE' YOU'LL SAY

Yep—WAIR does something to sales managers and time buyers. It's one of those rare stations that has the rare ability to sell merchandise quickly and in profitable volume. Better buy WAIR!

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

you're in good company on KMPC*

Albers Milling Company
Bank of America
Bulova Watch Company
Cat's Paw Rubber Heels
Circus Peanuts
Colgate-Palmolive-Peet
Fisher Flouring Mills
Kool Cigarettes
Langendorf Bread
Milani Foods
Pacific Telephone & Telegraph
Rit Dye
Saturday Evening Post
Simoniz Company
Vick Chemical Company

KMPC*

710 KILOCYCLES • LOS ANGELES
G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY

*Prosperous California

WPEN

and no other station

WPEN was selected by five big national advertisers to carry their radio campaigns in Philadelphia.

The products they advertise include a nationally famous watch, an equally well-known name in chocolate products, cigarettes, soap, and a new soft drink.

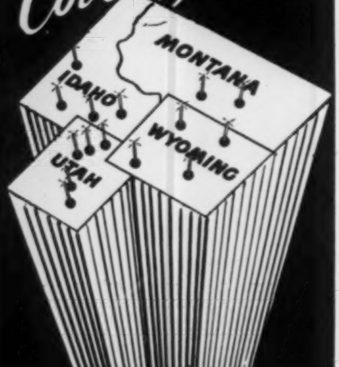
There's a Reason! WPEN's well-balanced program schedule provides good listening to a big daily audience of men, women and children in the nation's third largest city. Radio-wise advertisers with an eye on this market are finding WPEN an increasingly desirable buy.

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

Concentrated Coverage of



15 HOME TOWN MARKETS
★
THE New
INTERMOUNTAIN NETWORK
AVERY-KNODEL, Inc.
National Representatives

PRODUCTION

HORTON W. MALLINSON, formerly in charge of radio for Badger & Browning & Hershey, New York, has joined WNBZ Saranac Lake, N. Y., as program director.

BILL WINNE, has left WTAG Worcester, Mass. to move to New York State's Adirondacks, where he and his wife will finish an historical novel.

ROY WIRES, formerly with WKRC Cincinnati, has joined the announcing staff of WTAG Worcester, Mass.

EDWARD TRUMAN, recently discharged from Army and prior to service production supervisor and music director of KRNT Des Moines, has been assigned organist on daily "Smile Time" on Don Lee Broadcasting System.

BEA BOYNTON has resumed tri-weekly "Pictorial" program on KWKW Pasadena following several months' trip through Mexico.

BOB ADAIR of the mail department at KGO San Francisco has been appointed record and transcription librarian. He replaces **JORGEN DICK,** resigned.

NEAL MOYLAN has resigned as program director of WFBL-FM Syracuse, N. Y., to become program supervisor of the N. Y. State Department of Commerce radio bureau. He has been replaced by WFBL Announcer **BILL THORPE.**

LEE ELLIS, announcer at WFNC Fayetteville, N. C., resigns this week to freelance in New York.

BAXTER WARD, ex-American Forces Network announcer, has joined WMAL Washington, as staff anouncer. He won assignment of the Elmer Davis' commercials for the Washington part of the cooperative show two days after arriving at station.

BILL KROUGH, program director of WCNC Elizabeth City, N. C., has been named publicity chairman of the local Lion's Club.

MADELEINE LEE, who does "baby cries" on numerous CBS daytime serial programs, March 20 became the mother of a girl, Lisa Lee. In private life Miss Lee is Mrs. Mitchell Fine.

FRED ALLISON, announcer of KFVD Los Angeles, has resigned.

FRANK FACENDA, formerly of WRVA Richmond, Va., and WCNC Elizabeth City, N. C., and **ED STRICKLAND,** previously with **AFN** in Japan, have joined announcing staff of WGH Newport News and Norfolk, Va. Mr. Facenda also will serve as musical director, replacing **BOYD HARRIER,** now m.c. on WGH all-night prgram.

BETSY ROSS, secretary to **JUDITH WALLER,** public service director of NBC Central Division, April 9 is to address graduating students of Proviso Township (Ill.) high school on "Opportunities in Radio."

ROBERT FLANIGAN, national spot salesman for NBC Central Division, is the father of a girl, Kathleen.

ROBERT GUILBERT, continuity acceptance editor for NBC Central Division, March 27 conducted a seminar on writing radio copy for 400 students enrolled in advertising course sponsored annually by Chicago Federated Adv. Club and Women's Adv. Club of Chicago.

DAVID EDWARD BIGLEY, program director of WJOI Florence, Ala., has married **WILMA WILSON YOUNG,** formerly of the copy department of WKPT Kingsport, Tenn.

NADYNE ELLMORE, radio actress, and William Schorr, New York stage director, were married in Las Vegas, Nev., March 26.

MURRAY BOGGS, former announcer of KHJ Hollywood, has shifted to KGFJ that city as m.c. of "Midnight Special." He succeeds **PAUL SLONE,** who resigned to become executive secretary of Los Angeles Dental Laboratories Assn. **ELENE SALINAS,** after an extended leave of absence, has resumed her six weekly 60-minute recorded "Saludos Amigos" on KGFJ.

TED LENZ, disc m.c. of KGFJ Hollywood, is on leave of absence to fulfill recording commitments in Oakland and to devote more time to song writing in collaboration with Ted Kovach.

JERRY DEVINE, writer-producer of ABC "This Is Your FBI," is in Hollywood to prepare for shift of that program from New York starting April 11.

TED BENTLEY has returned to KECA Hollywood as summer relief announcer.

RALPH TURNER, announcer of KMPC Hollywood, is father of a girl born March 21.

WENDELL NOBLE, actor-singer on MBS "It's Smile Time," is father of a girl born March 27.

DON PIERCE, formerly with WCNC Elizabeth City, N. C., has joined WRRF Washington, N. C. as program director. **AL OWENS,** previously with WRNO Orangeburg, S. C., has joined WRRF announcing staff.

AILEEN LESLIE, writer of NBC "Date With Judy," is mother of boy born March 12.

KATHERINE KERRY, commentator on KQW San Francisco, has been notified that she will receive an "Oscar" fashion award in recognition of support she gave the California apparel market in 1946. Presentation is to be made May 12 at the annual banquet of the Manufacturers and Wholesalers Assn. of San Francisco.

JACK MEAKIN, musical director of CBS "Joan Davis Show," for second time has sold his song "Out California Way" to Republic Pictures. It will be themed in "Hit Parade."

W. J. (Bill) DIVIDSON, program director of KECA Hollywood, is in St. Joseph's Hospital, Burbank, Calif., for surgery.

FRED ROBBINS, m.c. of WOV New York "1280 Club" has been selected to play lead in series of six Columbia Pictures short subjects about activities of a record m.c.

MARGARET C. SCOGGIN, moderator of WMCA New York "Young Book Reviewers" program, has been selected one of six judges for the eleventh annual Children's Book Festival May 10-17.

ED GARDNER, star of NBC "Duffy's Tavern," is to be featured guest at Eighth Annual Old Times Baseball Assn. banquet in Denver April 12. He also plans personal appearance at Army's Fitzsimons General Hospital on April 11.

HARVEY MARLOWE, ABC executive video producer, March 29 spoke on "The Future of Art Through Television" at Art Day program of Women's Press Club of New York.

VERN HILL, for four years announcer of CHML Hamilton, has joined announcing staff of CHUM Toronto.

RICHARD HYNES, Canadian Army veteran, has joined announcing staff of CKSF Cornwall, Ont.

MIKE HOPKINS, formerly of CKLW Windsor-Detroit, has been appointed chief announcer of CHUM Toronto.

JOHN MACKIN, formerly at stations in Ontario, has joined announcing staff of CJCA Edmonton.

BILL WARREN, formerly of KVCA Tucson, Ariz., has joined KULA Honolulu as staff announcer. He has been replaced at KVOA by **JIM HAYES.**

FORREST WILLIS, WOKO Albany, N. Y. announcer, is in the Netherlands with group surveying needs of war-torn Nijmegen, city adopted by Albany in tribute to inhabitants.

GLENN WALKER has joined announcing staff of WCBI Columbus, Miss.

BILL SEEKS EXPANSION OF CULTURAL EXCHANGE

PROPOSAL to expand the State Dept's Inter-American cultural exchange program to a world-wide basis was sent to Capitol Hill March 24. The proposal also contains specific authorization for continuation of international broadcasting and related information programs.

The proposal is embodied in a suggested bill almost identical with the so-called Bloom bill of the 79th Congress (HR-4982) which died at the end of last year's session.

The Department is currently conducting its information programs under its general authority but government legal experts feel that specific authorities should be provided by equally specific legislation.

SOON!

WWNC
ups
POWER
5000
1000

FOR ASHEVILLE AND WESTERN NORTH CAROLINA
Now Represented by
Headley-Reed Company

WSLI
JACKSON MISSISSIPPI
GRANTED
5000 WATTS 930 K. C.
Soon, complete day and night coverage of Mississippi's expanding consumer market over WSLI — the "Double-Return" station.
AMERICAN BROADCASTING COMPANY
WEED & COMPANY
NATIONAL REPRESENTATIVES

REPRESENTATIVES of WASH (FM) Washington and the Williams, Stark and Hinkle Advertising Agency in the nation's capital are shown completing arrangements for the weekly program, *Musical Rendezvous* (Mon., 7:30 p. m.), launched March 10 by the agency as a means of advertising itself. Standing: Everett L. Dillard (l), general manager of WASH (FM), and Martin Schadi, sales manager of the station. Seated: R. Willoughby Williams (l) and Jervis A. Stark Jr., of the agency.

Changes Are Proposed In Authors Authority

PROPOSED changes in American Authors Authority have been made public in a special edition of the *Screen Writer* released March 17. Plan was originally suggested several months ago by James M. Cain, author. Proposals include incorporation of AAA as non-profit organization. AAA would also become part of Author's League of America overseeing an overall leasing operation. Careful explanation is made that material would be objectionable only on grounds of libel, obscenity or plagiarism; otherwise material would be handled regardless of its slant or the beliefs of individual writer. Maximum latitude is allowed writer who seeks to withdraw provided 30 days' notice has been served.

Composed by joint committee representing RWG, SWG, dramatists, supplement covers entire subject including support and opposition, together with compendium of editorial comment by various publications throughout country. Proposed articles of incorporation as well as questions and answers on plan are likewise contained.

ALLIED ARTS

LIN MASON, vice president and general manager of Transcription Sales Inc., Springfield, Ohio, has been named president of that firm. Mr. Mason was production manager of WKRC Cincinnati for seven years.

C. TOWNER FRENCH of the Fairchild Camera and Instrument Corp. has been transferred to Washington from the firm's home office at Jamaica, N. Y.

PIERRE F. MARSHALL, former advertising manager of McCormick & Co., has been appointed advertising manager of Magnavox Co., Fort Wayne, Ind.

SEENA HAMILTON, former assistant director of publicity for WTOP Washington, has joined the publicity staff of Columbia Records, New York.

GERALD DEAKIN, vice president and chief engineer of International Telephone and Telegraph, and **JAMES E. FULLAM**, vice president in charge of Pacific properties, have been elected directors of the firm.

HAMPTON MAUVIS, sales manager of Wilford Bros., Los Angeles recording firm, is the father of a boy.

Molinet Series

MOLINET and Molineaux Wines, Boston, has started sponsoring transcribed fifteen-minute musical, *Sincerely Kenny Baker*, over 16 stations of the Yankee Network. Hirshon-Garfield, New York, is agency.

NBC IN THE PACIFIC SINCE 1931

KGU HONOLULU

HAWAII'S FIRST STATION

FIRST IN YEARS

FIRST IN SERVICE

Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

Milestones

HOMER GRIFFITH, head of Homer Griffith Co., national stations representative, has started his 20th year in radio . . . Eileen McGorty is celebrating her eighth year in radio, seven of which she has been heard over WTAG Worcester, Mass., as "Fairy Princess" on Sunday morning children's program sponsored by William Filene & Sons, Worcester department store . . . Sibley, Lindsay & Curr Co., Rochester, N. Y., is now in its 15th year of sponsorship of *Tower Clock Program* over WHAM that city. Program is said to be oldest commercial on Rochester radio and was honored on birthday with special quarter-hour script following regular program.

Mr. Griffith

Hum and Strum, comedian-vocalists, observed their 23d radio anniversary April 5 during regular Saturday morning broadcast over WBZ Boston-WBZA Springfield . . . *Junior Theatre of the Air* marked its third anniversary March 22 over WREC Memphis, Tenn. . . . Jimmy Wallington, Hollywood announcer on ABC *Alan Young Show*, NBC *Duffy's Tavern* and CBS *Hope Chest*, celebrates his 20th year in radio this month . . . A. H. Geuting Co., Philadelphia, has begun its ninth year on KYW Philadelphia sponsoring *Geuting Spelling Bee*.

Claiming to be the West's oldest radio forum, *California Council Table*, heard weekly over KSFO San Francisco, celebrated its 7th anniversary March 18 . . . Harold Simonds, salesman at WFIL Philadelphia, has been presented a gold watch by the station on his anniversary of 25 years of continuous service with WFIL, an anniversary coinciding with 25th birthday of the station.

G. W. (Johnny) Johnstone, pioneer radio publicist, news and radio director, currently director of radio activities in public relations division of National Assn. of Manufacturers, has begun his 25th year in radio . . . The American Home Products Co.'s *Our Gal Sunday* serial celebrated March 31 the beginning of its 11th year on CBS. Show is heard Mon. through Fri. 12:45-1 p. m. . . . The fourth anniversary of CBS's *Invitation to Music* was celebrated April 2 with special program of Bach Easter music from St. Paul's Chapel of Trinity Parish.

Mr. Johnstone

In April WLAW GOES 50,000 WATTS on 680 kilocycles

April 1947, WLAW becomes New England's most powerful radio station and NEW ENGLAND'S BEST RADIO BUY . . . covering that vital sales area from Portland, Maine to Newport, Rhode Island. Studios in Boston, Lawrence and Lowell, Mass.

Basic Station: American Broadcasting Co.

NATIONAL REPRESENTATIVES: WEED & CO.

the Market Basket

Featured on the Shoppers Special 7 to 9 a.m.

WDRC's Mobile Unit "goes to town" in this exclusive feature!

Commercials are TWICE as good on WDRC's "Market Basket", with product sampling. Write for 8-page brochure, describing this popular participating show. Represented by Raymer.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

The Butcher . . .
the Baker . . .
the Candlestick maker
and Bankers, too!

THEY ALL LISTEN
to WJHP

Here's what a Prominent Local Banker says:

"I am very happy to write you our pleasant experience enjoyed last evening when your station switched over to 5000 watts.

"We live twelve miles from the city and have had considerable difficulty in getting the station without being annoyed by interference, especially on a stormy night like last night.

"We were tuned in WJHP, both for the regular program and to see what change, if any, took place when the station switched over. It was noticeable, in fact, the reception was so much louder that I had to cut the volume about one half . . . ."

In Florida's Greatest
YEAR ROUND Market

Buy
WJHP
MUTUAL
Jacksonville, Florida
5000 WATTS

National Representatives
JOHN H. PERRY ASSOCIATES
New York . Philadelphia . Detroit . Chicago . Atlanta

PROGRAMS

TO DEVELOP interest in teen-age activities both for young people and their parents, new weekly program titled "Youth Speaks" has been started on KFOX Long Beach, Calif. Conducted by Youth Activity Committee of Long Beach Chamber of Commerce, under supervision of station's department of public affairs, series brings representatives of various young people's groups before the mike to tell of their activities, accomplishments and needs.

Bombing Run

RUNNING account of simulated bombing run between Army Air Field at Salina, Kan., and Detroit and Milwaukee was to be presented over certain affiliated stations of ABC April 5. Featured as curtain-raiser to Army Week, which began officially April 6, program included pickups from following stations: WEMP Milwaukee, WISH Indianapolis, WXYZ Detroit, KCMO Kansas City and KXOK St. Louis.

Appears in Chicago

AUDIENCE participation show on NBC, "Truth or Consequences," Sat. 7:30-8 p.m. (CST), moves to Chicago for three weeks beginning April 26, with first two of three broadcasts set for origination from International Amphitheater. Ralph Edwards and crew will make personal appearances at Chicago National Food Show April 26-May 4. No location has been announced for May 10 broadcast. Program is sponsored by Procter & Gamble through Compton Adv.

School Teacher Series

PROBLEMS facing school teachers in the District of Columbia are the subject of a broadcast series which began on WRC Washington last week. Scheduled speakers include the local superintendent of schools, chairman of the teachers joint legislative committee and the president of the Board of Education. Program is conducted by WRC's David Brinkley.

New WPTF Show

FARM program titled "The WPTF Farm Magazine" is new Saturday morning feature on WPTF Raleigh, N. C. Format includes the Dixie Hummingbirds, Kingham Scott, organist, and late market reports. Program is conducted by Ted Leeper, WPTF farm program director.

Regional Forum

WKST New Castle, Pa., is presenting "Valley Forum of the Air," new show on which questions of national, regional and local interest are discussed. especially those of Beaver, Mercer, Lawrence and Mahoning Valleys. Program, heard Thurs. 8 p.m., is moderated by Hon. W. Walter Braham, Lawrence County judge.

'Swing Safari'

TITLE of new music program on WKXL Concord, N. H., is "Swing Safari," sponsored by Louis' Diner, Concord. Program features Announcer Sandy Saunders, who guides safari on imaginary trek across America to hear recorded dance music by leading bands. Show is heard Sat. 8:30-10 p.m.

Current Problems Series

PROMINENT citizens and city and state officials are quizzed on current problems by a panel of Denver newsmen on new series of weekly half-hour programs started March 27 on KFEL Denver. Jack Fitzpatrick, KFEL news and special events manager, presides over program, called "Such Interesting People."

Beamed to Russia

COMMEMORATING the fourth anniversary of Sergei Rachmaninoff's death March 28, 1943, a symposium on the work of the Russian-born musician and on what is being done in the U. S. by the Rachmaninoff Fund was recorded last week and broadcast shortwave to Russia March 28 by the State Dept. in cooperation with the Rachmaninoff Fund. Participants in the symposium were Mrs. Sergei Rachmaninoff, Fund's honorary president; Vladimir Horowitz, pianist and president of the Fund; Dr. Sergei Koussevitsky, conductor of the Boston Symphony Orchestra and chairman of the Fund's artists advisory committee, and Nikolai Nabokoff, editor-in-chief of the Russian unit of the State Dept.

Recorded for Posterity

VOICE RECORDING for posterity was keynote of special "Voices of Chicago" program aired March 26 over WGN Chicago. Presented on the occasion of the 110th anniversary of the granting of the city's charter, recordings marked the beginning of Historical Society's voice library. Made on new Hyflux magnetic tape recorder, recordings included voices of such prominent people as Samuel Alphonsus Cardinal Stritch; Gov. Dwight H. Green; James L. Palmer, president of the Community Fund, and Dr. Andrew C. Ivy, U. of Illinois vice president.

Local History

CKSF Cornwall, Ont., has started half-hour weekly programs on the history of the area serviced by the station. "These United Counties" is sponsored by affiliated newspaper, Cornwall Standard-Freeholder, and features three or more local guest artists and historical sketch narrated by Hal Lee of the paper's editorial staff.

News for Indians

INDIANS of the James Bay and Hudson Bay area in northern Ontario now receive their news in their own Cree language from CKGB Timmins, Ont. Bishop R. J. Renison of the Moosonee Diocese of the Anglican Church, has started Sunday broadcasts in Cree to the Indians of the region.

About Industry

OKLAHOMA City housewives are learning of local industries through 26 week series of remotes over WKY Oklahoma City. Julie Benell handles new program, known as "Woman's World," heard Wed. 11:30 a.m.

World Religion

RELIGIOUS VIEWS of global nature will be theme of special broadcast by Paul Hutchinson, managing editor of Christian Century, over WJR Detroit, April 13 at 12:30 p.m. on "In Our Opinion" program. Mr. Hutchinson has just returned from trip around the world.

Recruiting Discs

BEA WAIN and Andre Baruch, who conduct WMCA New York "Mr. and Mrs. Music" record program, have completed two 15-minute transcriptions of their WMCA show for the forthcoming Marine Corps Reserve recruiting drive.

Coverage from Within
OF FOUR NEW MEXICO
MAJOR MARKETS

KFUN
Las Vegas
KTRC
Santa Fe
KOAT
Albuquerque
KGAK
Gallup
All ABC Affiliates
ZIA NETWORK

Is Possible Only
With the Only
Regional Network
in New Mexico

Zia Network stations at a package rate or as single stations are the best buy in the Southwest!

Zia Network

Represented By
HOMER GRIFFITH CO. inc.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.,
350 Madison Ave., New York,
(Rep.)
5000 WATTS—SOON!

Test of Quality...

A tap on the rim of a fine crystal goblet gives you the surest indication of its quality.

Testing the quality of the news service you select for your station is less simple. The virtues that make it superior are complex, numerous and sometimes intangible.

There are *nine* fundamentals of quality by which you should test. What follows defines the *first three** of them...

- *Objectivity*—the non-partisan reporting of news above all else...the presentation of truthful information without political, sectional, economic, racial, or religious bias.
- *Concentration of purpose*—the emphasis that the news service, as a whole, places upon legitimate news-gathering as a public service instead of upon news-gathering for reasons of profit.
- *Manpower*—meaning not only what the word implies, but also strategic assignment of manpower for greatest effectiveness. For quality in a news service depends not so much upon what it does on occasions as what it is prepared to do wherever and whenever news breaks...at any minute, day or night, anywhere in the world.

In every fundamental test of quality, you will find The Associated Press rings crystal clear. For that reason, more of the nation's public-minded radio stations have turned to The Associated Press than to any other radio news service.

AP

THE ASSOCIATED PRESS
50 ROCKEFELLER PLAZA, NEW YORK 20, N.Y.

**Watch for definitions of the other six fundamentals of quality in succeeding issues of this magazine.*

Respects

(*Continued from page 48*)

escape washtub drudgery.

When first employed in the GE Accounting Dept., Mr. Markham remembers, his job tenure "hung by a thread because I insisted on spending all outside time first trying to get into, and then performing with, the WGY Players, instead of—as my superiors urged—boning up on the things every young bookkeeper should know."

Recalling his own apprenticeship days, Mr. Markham has never failed to hold out a helping hand to newcomers in radio. Along the way he has thus discovered considerable talent. For example, Ed W. Mitchell came to WGY on a program series presented by the N. Y. State Horticultural Society. Mr. Markham recognized a talent and experience which could be used on a wider scale. Today Mr. Mitchell is farm adviser at WGY and one of the outstanding men in farm broadcasting.

Mr. Markham's program wisdom is not confined to the agricultural format. In 1932 he devised a forerunner of the amateur show, featuring nonprofessional talent from the WGY area. When this Saturday night *Clambake* was terminated after four years, standing room only was available at the studio a month ahead. A few weeks afterward the *Amateur Hour* of the late Major Bowes made its bow. In 1936 Mr. Markham launched the WGY *Science Forum* which has grown into *Excursions Into Science,* a 15-minute transcribed feature widely heard.

For one year (1926-27), Emerson Markham left GE to become manager of WDBO Orlando, Fla., and WDAE Tampa. He recalls wrily that this was the era before network lines extended south of Jacksonville, and before the one minute commercial came into its own. The Florida boom was withering, and he was soon glad to return to WGY.

Mr. Markham lives in West Charlton on a three-acre farm he says is composed of "rock and clay, much to the amazement of my farming neighbors who feel I should have known better. Each spring I spade my garden with a pick-axe and the only livestock on the place is a four-legged dog."

In 1935 Mr. Markham married the former Laura Wing, his second wife. He has three sons, the oldest of whom, G. Emerson Jr., recently left home for the Army.

Mr. Markham's only admitted vice is a mild passion for fishing. He is a trustee of Green Mountain Junior College in Poultney, Vt., a director of the Television Broadcasters Assn., and was formerly a member of the Agricultural Committee of the U. S. Chamber of Commerce and vice president of the National Association of Radio Farm Directors.

Service
Performance
Results!

KFOR STUART STATIONS KOIL WDGY

CHARLES T. STUART PRESIDENT AND, EXECUTIVE DIRECTOR
EXECUTIVE OFFICES, STUART BUILDING, LINCOLN, NEBRASKA

LINCOLN NEBRASKA
Represented by Edward Petry & Co., Inc.
KFOR
Harry Peck—Station Manager
250 WATTS 1240 KC
BASIC ABC

OMAHA CO. BLUFFS
Represented by Edward Petry & Co., Inc.
KOIL
W. J. Newens—Station Manager
5000 WATTS 1290 KC
BASIC ABC

MINNEAPOLIS ST. PAUL
Represented by Avery-Knodel, Inc.
WDGY
Melvin Drake—Vice Pres. & Station Mgr.
5000 WATTS 1130 KC

SPONSORS

SHERMAN Bros., New York. (Sherbrooke rainwear), April 15 begins a test campaign on KDKA and WCAE Pittsburgh and WOL Washington using one-minute singing commercials to be broadcast on rainy days only. Firm also has sent 75 recordings of this commercial to department stores throughout the country for use on rainy days. Agency is Sterling Adv., New York.

RIGGIO TOBACCO Corp., Brooklyn, will begin advertising a new cigarette called Drake within the next month. Agency is Ridgway, Ferry & Yocum, New York.

THE SEATTLE QUILT MFG. Co., Seattle, has appointed James R. Lunke & Assoc., same city, to handle its advertising.

DWIGHT EDWARDS Co., San Francisco, division of Safeway Stores, has appointed Hannah Adv., same city, to handle advertising for Nob Hill Coffee.

COAST COUNTIES GAS AND ELECTRIC Co., which serves 55 communities in California, has appointed Knollin Adv., San Francisco, to handle account. Radio is planned.

WALTER L. DENNIS, director of radio and television for Allied Stores Corp., contributed an article titled "Plain Words About Radio Advertising" to the February issue of Journal of Retailing. Mr. Dennis is a former chief of the NAB news bureau.

FRUIT BELT PRESERVING Co., East Williamson, N. Y. (Apple-Tru), plans radio campaign. Agency: H. B. LeQuatte Inc., New York.

STANDARD OIL Co. of New Jersey has signed for sponsorship of broadcasts of all U. of Arkansas football games in 1947 over KXLR Little Rock.

M AND N CIGAR Mfgrs., Cleveland (Student Prince Cigars), has expanded its radio advertising budget to include newscasts on WJR Detroit, WGR Buffalo and WSBT South Bend, Ind. Agency is Ohio Adv., Cleveland.

BERTRAM B. WARREN, former division manager in the General Foods personnel administration department, New York, has been appointed assistant to **ROBERT R. STEVENSON**, General Foods treasurer.

P. LORILLARD Co., New York, has appointed Geyer, Newell & Ganger, New York, to handle advertising for a new cigarette to be introduced this year.

CONTINENTAL RECORDS Co., New York (foreign language phonograph records), has named Knickerbocker Adv., New York, as agency.

CHARLES CHAPLIN PRODUCTIONS, Hollywood, has appointed Buchanan & Co., New York and Beverly Hills, to handle national advertising for film "Monsieur Verdoux," released through United Artists.

EDWARD MILLS, vice president of Van de Kamp's Holland-Dutch Bakers Inc., Los Angeles (chain), has been named chairman of Los Angeles county branch of the American Cancer Society.

SCHUTTER CANDY Co., Chicago (Old Nick, Bit-O-Honey), has signed Nancy Evans, featured vocalist with Wayne King Orchestra, to handle commercidls on its "Girl Meets Boy" show aired Fri. 9-9:30 p.m. (CST) over WGN Chicago. Agency: Schwimmer & Scott, Chicago.

THE J. F. G. COFFEE Co., Knoxville, Tenn., has signed for a five-minute daily news cast over WOPI and WOPI-FM Bristol, Tenn. Firm was first sponsor on WOPI, now becomes first on the FM outlet.

JOLAN OF CALIFORNIA Inc., Los Angeles (Jolan slide fasteners), has appointed Atherton & Co., Hollywood, to handle national advertising.

STAR OUTFITTING Co., Los Angeles (retail clothing chain), has appointed The Mayers Co., that city, to handle advertising. Radio is being used.

HELMS BAKERIES, Los Angeles (home delivery chain), April 15 cancels spot announcement campaigns on 12 Southern California stations. Agency is Dana Jones Co., Los Angeles.

CARTER HARDWARE Co., Los Angeles (retail), has appointed Allied Adv. Agencies, that city, to handle regional advertising. **UNITED RADIO AND APPLIANCE STORE**, Los Angeles (retail), also has appointed agency to handle advertising. Both accounts are using radio.

ZYNOLITE FLOOR FINISH, Los Angeles (polish), has appointed Dick Donald Adv., that city, to handle national advertising. **STANDARD CAMERA SUPPLY Co.**, Los Angeles, also has appointed agency to handle its advertising. Both accounts will use radio along with other media.

W. R. HUBER, advertising and sales promotion manager of Gulf Oil Co., New York, is to be in San Francisco today for conferences with Young & Rubicam executives.

JOHN HENNESSY, former general manager of Robert F. Dennis Inc., Los Angeles, has shifted to West-Marquis, that city, in similar capacity.

CANADIAN CANCER SOCIETY, Toronto (financial aid and Ontario membership campaign) has started spot announcements on a large number of Canadian stations during April. Campaign is handled by Spitzer & Mills, Toronto.

DAWES BLACK HORSE BREWERY, Montreal, has appointed Vickers & Benson, Montreal, to handle all advertising. Plans are being formulated for campaign.

PARKHILL BEDDING Ltd., Winnipeg, is planning radio campaign. Account is handled by Stewart-Lovick & Macpherson, Winnipeg.

NETWORK ACCOUNTS

Network Changes

CAMPBELL SOUP Co., New Toronto, Ont., April 6 replaces "Hildegarde" with "Meet Corliss Archer" on 30 CBC Dominion network stations, Sun. 9-9:30 p.m. Agency: Cockfield Brown & Co., Toronto.

LEVER BROS., Toronto (Rinso), April 28 to Sept. 26 changes "Lucy Linton" repeat to West Coast from 12:15-12:30 p.m. (EST) to 12:45-1 p.m. (EDT) Mon.-Fri. on 11 western CBC Trans-Canadian network stations. Agency: Ruthrauff & Ryan, N. Y.

SWIFT CANADIAN Co., Toronto (meats), April 28 to Sept. 26 changes "Breakfast Club" repeat to West Coast from 11:15-11:45 a.m. (EST) to 12:15-12:45 p.m. (EDT) Mon.-Fri. on 11 western CBC Trans-Canada network stations. Agency: J. Walter Thompson Co., Toronto.

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know
select
630 KC. CKRC 5KW.SOO
REPRESENTATIVE - WEED & CO.

Genuinely entertaining—with 6 years of tested inspirational appeal for the entire family

"QUIZSPIRATION"

the non-sectarian, one-half hour radio Bible quiz

Now Available Transcribed

**for public service programming or
local sponsorship, with**

Dale Crowley

**renowned Radio Minister,
as Quizmaster**

Audience-tested with six years of mounting popularity in the Nation's Capital, QUIZSPIRATION is now available transcribed. The program has been acclaimed by radio listeners, by Congressmen, by religious leaders, by people in all walks of life who value inspiring entertainment.

If you seek a half-hour feature of real worth—challenging to the radio audience—wholesome—unique in the quiz field—QUIZSPIRATION meets all requirements. It is well adapted to prestige-building public service programming—or for sponsorship by an alert advertiser.

BEN STROUSE, *Manager of WWDC (Washington, D. C.) says, "Quizspiration at 7:00 Saturday night ranks third out of the six programs on the air (Hooper). It is exceeded only by the programs of two of the major national networks. That speaks for itself."*

Left to right: Congressmen Mahon of Texas, Hays of Arkansas, Murdock of Arizona; Mark Austad, Announcer; Dale Crowley; Congressmen Priest of Tennessee, Bryson of S. Carolina, Gwynne of New York.

FACTS ABOUT QUIZSPIRATION

- It is an unrehearsed contest between competing groups selected from churches, colleges, Congress, the general public.
- Questions, based on the Bible, are selected each week from hundreds sent in by radio listeners. All questions are factual, free of controversy, void of sectarianism.
- Participants include all ages, from the "Quizspiration Kids" (10-14 years) up to mature groups from adult Bible Classes, Ministers, and Congressmen.
- M.C. and quizmaster is Dale Crowley, author of the program, who, during the past 15 years has conducted more than 3,000 radio broadcasts. He demonstrates that the Bible is a rich source of human interest, tapping every field of human knowledge. Radio men say, "He knows how to handle the show."
- QUIZSPIRATION is saturated with good humor, radiant with lively studio atmosphere, pleasing to the most devout listener. Its purpose: the projection of basic American ideals and the promotion of good will to all mankind.

An audition transcription of a recent QUIZSPIRATION program will be sent to any broadcaster upon request—with complete details of the terms under which it may be secured as a regular feature.

Address:

DALE CROWLEY PRODUCTIONS, Box 1, Washington, D. C.

That's Gratitude

A FAN "LETTER" in the form of a transoceanic phone call was received by John Marsh, announcer in the BBC's General Overseas Service, fortnight ago from Natt McSerris of Macon, Ga. Mr. McSerris had been listening to the BBC's *Forces Favorite* program and phoned to tell Mr. Marsh how much he had enjoyed the program.

Gives Retailing Talk

EFFICIENT technique for successful use of radio for retailers was discussed by Lee Hart, NAB assistant director of broadcast advertising, in an address March 28 before the Baton Rouge (La.) Advertising Club. Later that day she led a roundtable on radio and retailing in the auditorium of WJBO. Miss Hart addressed the staff of WWL New Orleans March 25 and the next day spoke before a luncheon of retail merchants arranged by the station.

THIS SEXTET was together at the banquet given by the H. R. Davi Co., manufacturers of Davi Miracle Foam, rug and upholstery cleaner, celebrating transfer of their Georgie Jessel radio pogram from KFI to KFWB Los Angeles. Plans also call for program's extension to other markets. Group included (l to r): Harry Maizlish, KFWB general manager; George Olivia, manager of Los Angeles office of Soule-Gibbs Co., distributors of Miracle Foam; Mildred Law, actress and featured vocalist on the Jessel show; Ad Fried, president, Ad Fried Advertising Agency, Oakland, agency for Miracle Foam; Sandy Oliver, pianist and musical arranger for her brother, Eddie Oliver and his orchestra, heard on the program; Henry Gibbs, owner, Soule-Gibbs.

Department Stores' Video Advertising Is Mostly Experimental, Survey Shows

WITH A COUPLE of outstanding exceptions who already are enthusiastic over the sales results they have obtained from television programs, most department stores which have tried video advertising have found their experiments worth while as education in a new medium but not especially productive of sales. The stores went into television in a strictly experimental frame of mind, and they expect to turn their experience into sales at the proper time.

This is a rough summary of responses to the television questionnaire sent retailers early in March by the National Retail Dry Goods Assn., as given last week by Howard P. Abrahams, manager of NRDGA sales promotion division. Mr. Abrahams said that returns were still coming in.

Stores which have not yet tried television, although facilities are available in their communities, report that the main deterrent has been the cost of producing video programs, which they consider too high in relation to today's limited audiences, Mr. Abrahams said. In response to a question about manufacturers' films, stores generally said they would be interested in using them as part of the stores' own telecasts, where they dealt with accessories, household wares, etc. Fashions were generally considered as unsuitable for such filmed material, Mr. Abrahams said, since they are changeable.

Another meeting of the NRDGA video committee and the television subcommittee of the NAB sales managers executive committee will be held about the middle of April to discuss the results of the questionnaire, Mr. Abrahams said. This questionnaire and another one which the NAB has sent to television broadcasters were formulated at the first meeting of the two committees in February [BROADCASTING, Feb. 24].

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

A. R. Bitter
CONSULTING RADIO ENGINEER
622 Madison Avenue
TOLEDO 4, OHIO

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. NA 6485
Washington, D. C.

WINFIELD SCOTT McCACHREN
AND ASSOCIATES
Consulting Radio Engineers
TELEVISION SPECIALISTS
410 Bond Bldg. Washington 5, D. C. District 6923
809B Windemere Ave. Drexel Hill, Pa. Sunset 2537W

REPRODUCER REPAIRING SERVICE
ALL MAKES--SPECIALISTS 9A & 9B
NOW -- 48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

ROOM 1010 MARKET 8173
RADIO ENGINEERING COMPANY
CONSULTANTS
Allocation · Installation
Field and Antenna Measurements
NORWOOD J. PATTERSON
OWNER
1355 MARKET STREET
SAN FRANCISCO, CALIF.

ERA *Complete* Technical and Management Consulting Service
Immediate VHF and FM Field Measurement Service Available
Engineering Research Associates, Inc.
Washington Office: 1129 Vermont Ave., N.W.
Phone: Executive 4742
Laboratories: St. Paul 4, Minn. Phone: Nestor 9601

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Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

FREQUENCY MEASURING SERVICE
Highest Accuracy—Anytime
STANDARD MEASUREMENTS
Division of Radio-Electronics, Inc.
Phone 2652 Enid, Okla.

TOM G. BANKS, JR.
CONSULTING RADIO ENGINEER
ROUTE 1—BOX 830
REDWOOD CITY, CALIF.
Phone Woodside 871

RICHARD R. HAYES
AM - FM
ENGINEERING
&
CONSTRUCTION
1608 Mardell Blvd., San Antonio, Texas

On The Air
Atlanta's New ***WBGE***
MIKE BENTON
President
MAURICE COLEMAN
General Manager

Bob Hope Is First In Latest Hooper

Margaret Truman Helps Sunday Evening Hour Showing

FEATURING Margaret Truman as guest soloist on Mar. 16, ABC's *Sunday Evening Hour* for the first time was among the first 15 evening programs listed in a network program Hooperatings report. Latest such report, dated March 30, was released last week.

Bob Hope ranked first, followed by Jack Benny in second place and *Fibber McGee and Molly* in third.

The average evening sets-in-use of 32.5 was down 1.9 from last report and up 2.1 from a year ago. The average evening rating was 10.7, down 0.7 from the last report and up 0.7 from last year.

Average available homes were 80.3, down 1.0 from last report and up 0.1 from a year ago. The current total sponsored hour index was 72½ as compared with 72½ last report and 76½ a year ago.

The first 15 evening programs reported were:

Bob Hope 31.0, Jack Benny 28.5, Fibber McGee & Molly 27.1, Walter Winchell 26.5, Radio Theatre 25.1, Red Skelton 24.7, Amos 'n' Andy 24.4, Screen Guild Players 22.4, Fred Allen 22.1, Truth or Consequences 20.4, Duffy's Tavern 20.0, Charlie McCarthy Show 19.4, Bandwagon 19.3, Mr. District Attorney 18.6, Sunday Evening Hour 18.0.

The Sunday Evening Hour had the largest number of women listeners per listening set with 1.52; *Boxing Bout* had the largest number of men listeners per set with 1.25, and *Lone Ranger* had the most children listeners per listening set with 1.10.

Daytime Programs

The *Kate Smith Speaks* program led the list of top 10 daytime programs in the March 30 report, with *Aunt Jenny* in second place followed by *Young Widder Brown*.

The first 10 week-day programs listed were:

Kate Smith Speaks 8.7, Aunt Jenny 8.4, Young Widder Brown 7.9, Ma Perkins (CBS) 7.9, Stella Dallas 7.9, Right to Happiness 7.7, Pepper Young's Family 7.6, Breakfast in Hollywood 7.5, Portia Faces Life 7.5, Our Gal, Sunday 7.2, Big Sister 6.9, Breakfast in Hollywood 6.9.

The *Ladies Be Seated* show and *Woman in White* tied for the largest number of women listeners per listening set on the daytime programs with 1.25; *Metropolitan Opera* had the largest number of men listeners per listening set with 0.67 and *Sky King* had the largest number of children listeners per listening set with 1.34.

Tax Bill Signed

NEW LEGISLATION classifying broadcasting and television as a public utility for purposes of assessment and State property tax has been signed by the Governor of Indiana [BROADCASTING, March 31]. Broadcasters have opposed the plan as a foot-in-the-door step towards spread of the public utility concept of radio.

STATIONS, AGENCIES, ADVERTISERS, SERVICES . . .
50¢ EACH
40¢ 10 OR MORE
30¢ FIFTY OR MORE

1947 RADIO OUTLINE MAP NOW AVAILABLE!

- This 25"x38" 1947 Radio Outline Map shows every radio city in the United States, Canada, Alaska and Puerto Rico, the number of stations per city by symbol. It clearly names and outlines every count y, state and province. You'll see where new stations have sprung up in 1946—the year 522 construction permits were authorized. Printed on 70# International offset, it takes ink and color like your letterhead. SUPPLY IS LIMITED. ORDER YOUR MAPS TODAY!

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

STATIONS AND NETWORKS: use this big map to define your coverage, compare competition. For presentations and in planning your merchandisable area.

AGENCIES AND ADVERTISERS: plot your network and national spot campaigns, show area covered. Include in salesmen's presentations. For general radio research.

REPRESENTATIVES: pinpoint cities where there are stations you represent; calculate their coverage. Include in salesmen's brochures.

SIMPLY MAIL THIS COUPON NOW . . .

To: BROADCASTING PUBLICATIONS, Inc.
National Press Building
Washington 4, D. C.

Please send me ______ 1947 Radio Outline Maps, for which I enclose $______
(Check or money order, please)

NAME ______
FIRM ______
ADDRESS ______
CITY ______ *ZONE* ______
STATE ______

What have these things in common?

While checks are going between banks for clearance, they're money that's "out of circulation". To "unfreeze" these funds quickly, banks ship checks regularly by Air Express. *Speed pays!*

M-m-m, vine ripened fruit! Only speed of delivery makes such things possible. So these delicacies are flown to you by Air Express. *Speed pays!*

In the delivery of automobile replacement parts, manufacturers, fleet operators, and dealers specify Air Express regularly. *Speed pays!*

Speed pays in your business, too!

In your business, speed in delivery of shipment is essential. Air Express can serve you best. Planes are bigger and faster today, and there are more in service. Coast-to-coast overnight delivery of your shipment is now routine! Rates are low. For instance, a 19-lb. package going 1749 miles costs only $9.92. Heavier weights—any distance—similarly inexpensive. Investigate!

- Special pick-up and delivery at no extra cost.
- Direct by air to and from principal U. S. towns and cities.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

AIR EXPRESS

GETS THERE FIRST

Write today for Schedule of Domestic and International Rates. Address Air Express Division, Railway Express Agency, 230 Park Ave., New York 17. Or ask at any Airline or Railway Express office. Air Express Division, Railway Express Agency, representing the Airlines of the United States.

TWO-DAY CLINIC in connection with briefing new national representatives, John Blair & Co., was held by executives of WHB Kansas City, Mo., March 19-20. Getting acquainted are (l to r): Ward D. Ingrim, Richard D. Buckley, of the Blair New York office; Wells H. Barnett Jr.; J. Chris Hetherington, manager of the St. Louis Blair office; Gale Blocki Jr., Chicago Blair office, and WHB President Don D. Davis. Blair Company took over representation of WHB April 1.

'Harnessing' Rain

HARNESSING the rain to sell raincoats is the idea behind a spot campaign launched by Sherman Bros. Inc., New York (Sherbrooke rainwear). Starting this month and continuing for 60 days the firm will air a one-minute singing commercial three times, at intervals, each rainy morning. The plan is to test the effectiveness of the commercial in two cities, using two stations in each. The singing commercial is being offered without charge to retail stores for use on their local radio stations. Trial records are being sent out by request. Sterling Advertising is handling the Sherman Bros. account.

STERLING DRUG'S 1946 NET NEAR 14 MILLION

STERLING DRUG Inc. showed net profits of $13,939,073 after provision for federal income and foreign income and excess profits taxes but before deduction of $437,502 for preferred dividends, according to the 1946 annual report released by James Hill Jr., president.

Sales in 1946 amounted to $121,487,901, while 1945's total was $104,584,852. Of this total, packaged medicines and pharmaceuticals comprised $86,790,871 or 72%, household and toilet articles $18,733,600 or 15%, and industrial products, $15,963,430 or 13%.

CAB Gathers Data

CANADIAN Assn. of Broadcasters has begun the gathering of data from member stations for inclusion in brief to be presented to Parliamentary radio committee sometime this spring. CAB will present as complete a picture as possible on the public service work done by the Canadian independent stations, the network shows which have originated at independent stations, and effect of CBC regulations on station operations.

COLGATE'S EARNINGS REVEAL SHARP GAIN

COLGATE - PALMOLIVE - PEET Co.'s earnings for 1946 soared to $17,943,835, but this was reduced to a net income of $14,443,835 after deduction of $3,500,000 for possible future inventory price declines, it has been disclosed in the annual report issued by E. H. Little, president.

Sales in 1946 were $146,372,488, highest in the company's history. This, however, does not include foreign sales of $44,351,625, which makes a total of $190,724,113 for world-wide sales as compared to the 1945 total of $172,989,845. Dividends of $4.25 per share totaling $8,341,930 were paid on common stock.

Repeat Program

AMERICAN TOBACCO Co., New York, which will switch *Your Hit Parade* from CBS to NBC April 26 (Sat., 9-9:30), will also sponsor a weekly live repeat program from 12 midnight-12:30 p.m. for the 12 NBC Pacific Coast affiliates, effective May 3, the date of the second broadcast. Agency for American Tobacco is Foote, Cone & Belding, New York.

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The STANDARD FM HANDBOOK

THE 15 chapters of the *FM* HANDBOOK were written by 14 outstanding FM engineers. This book, of 174 pages, 8¾ by 11½ ins., is equal to 300 pages of the ordinary handbook size. There are 218 photographs, wiring diagrams, and charts to illustrate the latest FM equipment and circuits. Here is a resume of the chapters:

1. Background of FM: as told by Major Armstrong to the Senate Interstate Commerce Committee in December, 1943. Also, excerpts from his log in 1934, '38, and '39.

2. Theory of FM: by Rene Hemmes. This is the most complete and understandable explanation of FM theory ever written. By using charts and diagrams, the functions of FM circuits are shown clearly, without recourse to mathematics. This chapter explains all the special features of receiver design, including AFC; and transmitter design, including the Armstrong dual-channel modulator.

3. Business of FM Broadcasting: by Milton B. Sleeper. Answers questions from those planning to enter FM broadcasting.

4. FM Studio Techniques: by D. W. Gellerup. Explaining fundamental differences between AM and FM techniques.

5. Coaxial Lines for FM Transmitters: by C. Russel Cox. A complete exposition, with working charts and mechanical layouts.

6. Audio Distortion and Its Causes: by Jerry Minter. A study of cross-modulation and its effect on tone quality.

7. High-Fidelity Reproduction: by John K. Hilliard. Describing the operation and design of coaxial speakers and high-fidelity amplifiers.

8. Antennas for Communications Frequencies: by James A. Craig. Covering all types of antennas for 30 to 44, 72 to 76, and 152 to 156 mc.

9. Selective Calling Methods: by Milton B. Sleeper. Explanation includes a call-number chart for individual and group calling.

10. Maintenance of Communications Systems: by Frank Bramley. How Connecticut State Police handles the maintenance of 332 cars and 11 main stations.

11. Alignment of FM Receivers, by Bernard J. Cosman. The fast, visual method for aligning FM broadcast and communications receivers.

12. WWV Signals for Frequency Checking, by Arthur Fong. Describing a receiver for checking circuits, meters, and modulators from WWV transmissions.

13. Railroad Radio Installations: by Arnold Nygren. Presenting factual data on their operation and performance.

14. Notes on Facsimile Equipment, by Frank R. Brick. Outline of progress for commercial and broadcast services.

15. FCC Standards of FM Engineering Practice, corrected to January 1, 1947.

NO OTHER BOOK LIKE IT

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NEWS

TONY WILLIAMS, former special events director for the AFN Blue Danube Network in the European theatre has been added to the news staff of KCMO Kansas City.

HOMER BLISS, news reporter at WHAM Rochester, N. Y., is the father of a girl, Barbara Avis.

RAY SCHREINER, sports editor of WBTM Danville, Va., is the father of a girl, Alice Hardy.

BOB ALLMAN, former U. of Pennsylvania athlete has started a weekly sports review program on KYW Philadelphia.

DR. WALLACE E. STERLING, CBS Hollywood news analyst, is substituting for **HARRY W. FLANNERY**, seriously ill.

LOWELL THOMAS, NBC commentator, is to speak at Merchants and Manufacturers Club in Chicago April 11. Occasion is Founders Day dinner of Chicago professional chapter of Sigma Delta Chi, journalistic fraternity.

JOHN COOPER, former NBC war correspondent, has joined the INS sales staff in New York. During the past nine years Mr. Cooper has been with WCSH Portland, Me., and WBZ Boston as news editor and KDKA Pittsburgh as director of news and special events.

JAMES M. DOLAN has resigned as CBS assistant sports director. Mr. Dolan, who has been with CBS for 10 years, plans to take a vacation before returning to radio.

BURT LEIPER, formerly with NBC's news and special events department in San Francisco, has joined that network department in New York.

GLENN WILLIAMS, news editor at WAGE Syracuse, N. Y., sailed March 31 aboard the USS Wisconsin as guest of the Navy for a cruise to Canal Zone and Guantanamo Bay, Cuba.

BOB HARRIS, former sports editor of KLZ Denver and now manager of Veterans Hospital station KFG Denver, broadcast 37 hours of play-by-play account of the AAU basketball tourney which was piped to 3,400 patients at the Fitzsimons General Hospital.

JERRY MORTON, director of special events at KLX Oakland Calif., who recently returned from the U. S. Navy test station at Inyokern, Calif., where he witnessed firing tests of some hitherto top secret rocket firing devices, has been presenting a series of talks at service clubs on "Operation Survival."

CHARLES F. McCARTHY, WNBC New York newscaster, is father of a girl, Elza Catherine, born March 26.

ROBERT BONAPARTE, NBC newsroom night copy boy, will represent Columbia U. at the 21st annual conference of the International Student Service in Denmark, July 6-14. Mr. Bonaparte is a senior at Columbia and member of the student board.

JIM YANKAUER, reporter on the WCBS New York "This is New York" program, has entered Presbyterian Hospital, New York, for a minor operation.

STANLEY ROSS, former Latin American correspondent for AP, the New York Times and NBC, April 5 began a weekly "Report on Latin America" series of programs on WLIB New York. He is heard Sat. 1:30-1:45 p.m.

J. ERIC DUNN has been appointed news editor of Press News Ltd., Toronto, radio subsidiary of Canadian Press, and will handle radio news report for PN's 65 radio station clients. He has been with Canadian Press since 1923 and began writing radio news reports for CBC about eight years ago. He has been with PN since 1945.

FULTON LEWIS Jr., Yankee-Mutual commentator, will be guest speaker at the New England Paint, Varnish and Lacquer Assn. dinner and dance at the Copley Plaza Hotel in Boston on April 17. Mr. Lewis' Mutual broadcast that night will be fed to the network through WNAC Boston.

BOREL, HIGGINS NEW CAAB BOARD MEMBERS

ELECTION of two new members to the Columbia Affiliates Advisory Board and the re-election of seven members has been announced by CBS President Frank Stanton, following compilation of returns from the 159 independently owned CBS affiliates which the Board represents.

The two new members are Richard Borel, WBNS Columbus, Ohio, who replaces Frank C. Eighmey, WTAD Quincy, Ill., as District No. 6 representative, and George Higgins, KSO Des Moines, who replaces Arthur Church, KMBC Kansas City, as District No. 7 representative.

Members reelected were E. E. Hill, WTAG Worcester, Mass., District 1; I. R. Lounsberry, WGR Buffalo, District 2; C. T. Lucy, WRVA Richmond, Va., District 3; Glenn Marshall, WMBR Jacksonville, Fla., District 4; Howard Summerville, WWL New Orleans, District 5; Kenyon Brown, KOMA Oklahoma City, District 8, and Clyde Coombs, KARM Fresno, Calif., District 9.

WWDC Charges Bias

FRED S. HOFFMAN, news editor of WWDC Washington, has asked the Radio Correspondents Association to request equal privileges for independent and network stations broadcasting Congressional committee hearings. Mr. Hoffman says that in the past independent stations have not been given sufficient notice of such hearings to install their equipment in time.

Moscow Film on TV

FILMS from the Moscow Four-Power Conference have gotten their first American showing via television over WNBT New York, first fruit of a contract between NBC and the Soviet Government giving the network first video rights to Russian-made newsreels and special features films.

BING CROSBY has acquired financial interest in Variety Records, Hollywood odd-label disc firm which started operation last fall. Under arrangement he will not supply any material for firm, it was said.

TECHNICAL

PAUL J. MUELLER has been named chief engineer of WMLO, new Milwaukee station. **EVERT KRIESE** will be transmitter supervisor. Both are formerly of WISN Milwaukee. **RICHARD STEFFENS** and **ROBERT LURSCH** also have joined WMLO engineering staff.

WARREN CHASE, engineer with WINX Washington, has been named chief engineer of KURV Edinburg, Tex., now under construction.

ARTHUR KANTROWITZ, WLIB New York, engineer, March 23 married Jeanette Zander.

GORDON SKUTLE, control operator of CJCA Edmonton, is father of a boy.

CLAUDE BAIKIE, formerly of CKOC and CHML Hamilton, Ont., has joined the operating staff of CHUM Toronto.

MYRON J. MORRIS, former service manager of the Electronic Corp. of America, has been appointed head of the installation and maintenance department of United States Television Mfg. Corp.

SPECIALTY Division of General Electric's electronics department has released a new signal generator, Type YGS-3, combining four basic units into one instrument to supply r-f and a-f signal voltages for aligning AM and FM receivers. Eight types of output are available with the unit.

GERRY HALL, former control operator at WHAM Rochester, N. Y., has rejoined WHAM's control room staff.

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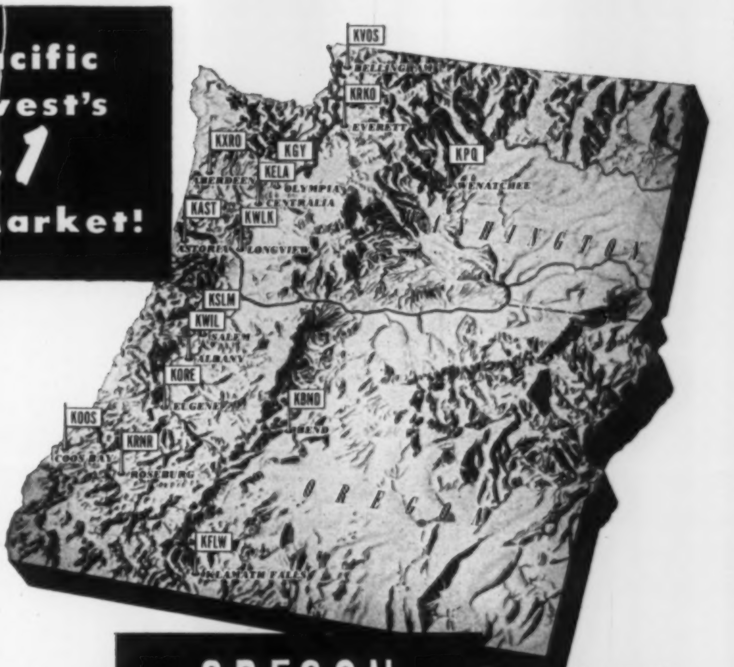
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KSLM (MDL) Salem

WASHINGTON

KXRO (MDL) Aberdeen
KVOS (ABC) Bellingham
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ACTIONS OF THE FCC

MARCH 28 TO APRIL 3

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier

ant.-antenna
D-day
N-night
aur-aural
vis-visual

cond.-condition(s)
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

March 28 Decisions . . .

BY THE COMMISSION

AM—1070 kc

Peninsular Bcstg. Corp., Coral Gables, Fla.—Granted CP for new station 1070 kc 1 kw D; engineering cond.

AM—1530 kc

Rose Capital Bcstg. Co., Tyler, Tex.—Granted CP for new station 1530 kc 1 kw D.

AM—1190 kc

Trinity Bcstg. Corp., Oak Cliff, Tex.—Granted CP for new station 1190 kc 1 kw D; engineering cond.

AM—1360 kc

The Times Herald Co., Port Huron, Mich.—Granted CP for new station 1360 kc 1 kw D; engineering cond.

AM—1570 kc

Furniture City Bcstg. Corp., Grand Rapids, Mich.—Granted CP for new station 1570 kc 1 kw D.

AM—1430 kc

Andave Radio Co., Milwaukee, Wis.—Granted CP for new station 1430 kc 1 kw D; engineering cond.

Transfer of Control

KFH Wichita, Kan.—Granted transfer of control from surviving trustee to a corporation controlled by the same parties.

AM—1580 kc

Gainesville Bcstg. Co., Inc., Gainesville, Tex.—Granted CP for new station 1580 kc 250 w D; engineering cond.

AM—1270 kc

Eastern Bcstg. Corp., Newport News, Va.—Granted CP for new station 1270 kc 1 kw D; engineering cond.

AM—810 kc

Green Bay Newspaper Co., Green Bay, Wis.—Granted CP for new station 810 kc 1 kw D; engineering cond.

AM—690 kc

WCYB Bristol, Va.—Granted CP increase power from 1 to 5 kw and install new trans.; engineering cond.

Petition Granted

Conn & Cope, d/b as Denison-Texoma Bcstg. Co., Denison, Tex.—Granted petition of Burton V. Hammond Jr. requesting that application of Conn & Cope be designated for hearing in consolidated proceeding. Designated said application requesting 1250 kc 1 kw D for hearing in consolidated proceeding with Burton V. Hammond and Terrell Bcstg. Corp. and made KVSO Ardmore, Okla., party to proceeding.

Petition Dismissed

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Dismissed petition filed by San Francisco Valley Bcstg. Co., requesting Commission EN BANC to review action of presiding officer of motions docket on Jan. 31 denying its petition for leave to intervene and hold open record in hearing on application of KVSM.

Hearing Designated

Bartel Bcstg. Co., Madison, Wis. and WCFL Chicago—Designated for hearing in consolidated proceeding application of Bartell Bcstg. Co. 1010 kc 1 kw D with application of WCFL for mod. of CP to change DA pattern.

Tri-City Bcstg. Co., Bellaire, Ohio and Monval Bcstg. Co., Monessen, Pa.—Designated for hearing in consolidated proceeding application of Tri-City Bcstg. Co. for new station 1050 kc 1 kw D with application of Monval Bcstg. Co. 1050 kc 1 kw D and ordered that KDKA Pittsburgh and WCMW Canton, Ohio, be made parties to proceeding.

WDAS Philadelphia—Designated for hearing application of WDAS for CP to install new vertical AM ant. for WDAS, and mount FM ant. on top of said AM ant. and ordered that WEST Easton, WHGB Harrisburg, Pa. and WCBM Baltimore be made parties to proceeding.

Western Reserve Bcstg. Co., Cleveland, WMOA Parkersburg, W. Va., and The Civic Bcstrs. Inc., Cleveland—Designated for consolidated hearing application of Western Reserve Bcstg. Co. for new station 1260 kc 5 kw unl.; application of WMOA for CP to move station from Marietta, Ohio, to Parkersburg, W. Va., and change facilities from 1490 kc 250 w unl. to 1260 kc 1 kw unl. DA, and application of The Civic Bcstrs Inc. for new station 1260 kc 5 kw unl. DA.

Petition Granted

KAKC Tulsa, Okla.—Granted petition requesting that its application be designated for consolidated hearing; and ordered that application of KAKC to change facilities from 1570 kc 1 kw D to 970 kc 1 kw unl. DA, be designated for hearing with WMMJ and KFMJ.

Petition Denied

The Civic Bcstrs. Inc., Cleveland—Denied petition requesting that its application be designated for hearing with application of WLEU now scheduled for further hearing April 16.

License Renewal

KODY North Platte, Neb.—Granted renewal of license for period ending Aug. 1, 1949.

Gus Zaharis, Charleston, W. Va.—Granted renewal of television station license of W8XGZ for period ending Feb. 1, 1948.

License Extension

Licenses for following stations were extended upon temporary basis for period ending July 1: KABC KXOX KSIL KVNU WCTA WEDC WRAW WWPG WABY WBLK WEOA WJOI WTSB WING WKBW WNOE WOV (and Aux.) WPAR WJOL WTEL W6XAO W6XDU W2XMT W1XVJ W2XEO W4XGG W9XMB W2XBD.

STA Extended

Commission extended to April 30 special temporary authorization for operation of WOKO Albany, N. Y., pending action on the petition of WOKO Inc. for leave to amend and for reconsideration and grant of its application, and petition of Van Curler Bcstg. Corp. for immediate consideration and grant of its application for CP.

Assignment Changes

Commission, in cooperation with stations involved and to solve problem of interference with aircraft instrument landing systems, announced change of channels for several FM outlets in New York. WGYN moves from channel 241 (96.1 mc) to 251 (98.1 mc); WNYC from channel 237 (95.3 mc) to 231 (94.1 mc). WBAM is conducting propagation tests and will not go on its regularly assigned frequency of channel 243 (96.5 mc) until March 1, 1948, when new aircraft equipment will be installed.

ACTIONS ON MOTIONS BY COMMISSIONER DURR

(March 28)

Radio Anthracite Inc., Pottstown, Pa.—Granted petition for waiver of rules and accepted petitioner's appearance in re its application.

WSAM Saginaw, Mich.—Granted petition for leave to amend its application to revise DA.

WHBQ Memphis, Tenn.—Granted petition for leave to amend its application to revise ant.

KFIO Spokane, Wash.—Granted petition for leave to amend its application to revise DA.

WJHP Jacksonville, Fla.—Granted petition for leave to intervene in consolidated hearing in re applications of Farmers Chemical Co., Kalamazoo, Mich. and Central Mich. Radio Corp.

Tri-State Bcstg. Co., Sioux Falls, S. D—Granted petition for leave to amend its application specify revised DA.

J. B. Fuqua, Greenville, S. C.—Granted petition to dismiss without prejudice his application for CP.

C. Thomas Patten, Oakland, Calif.—Dismissed petition requesting leave to amend his application.

Walmac Co., San Antonio, Tex.—Granted petition for waiver of rules and accepted petitioner's appearance in re applications.

KFNF Shenandoah, Iowa—Granted petition for leave to amend its application to specify 500 w N instead of 5 kw.

Pittsburg Bcstg. Co., Pittsburg, Calif.—Granted petition for leave to amend its application to specify revised ant. and new trans. site.

WERC Erie, Pa.—Granted petition for continuance of consolidated hearing on its application and that of WLEU Bcstg. Co. presently scheduled April 16, continued same to May 28.

Federated Publications Inc., Lansing, Mich.—Granted petition for leave to amend its application to show new trans. site; also revised tolerance values.

The Mesilla Valley Bcstg. Co., Las Cruces, N. M.—Granted petition for leave to amend its application (BP-5183; docket 7918) so as to show the addition of new stockholders in the applicant corporation, etc., and the Commission on its own motion ordered said application removed from the hearing docket.

Las Cruces Bcstg. Co., Las Cruces, N. M.—Granted petition to dismiss without prejudice its application.

Kola Bcstg. Co., Opelousas, La.—Granted petition for leave to amend its application to show deletion because of death of James O. Jones as one of partners.

Concho Valley Bcstg. Co., San Antonio, Tex.—Granted petition to dismiss without prejudice its application.

Runnels County Bcstg. Co., Ballinger, Tex.—Commission on its own motion, removed from hearing docket application of Runnels County Bcstg. Co.

Booth Radio Stations Inc., Saginaw, Mich.—Granted petition for leave to amend its application to specify new trans. site.

Pacific Bcstg. Co., Los Angeles—Granted petition for leave to amend its FM application to show revised list of stockholders, etc.

KWG Stockton, Calif.—Granted petition for leave to intervene in hearing upon application of San Joaquin Bcstrs., Fresno, and Public Interest Bcstrs. Madera.

(*Continued on page 70*)

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E. L. Dillard, *Gen. Mgr.*

FCC Actions

(Continued from page 68)

Decisions Cont.:

WARM Scranton, Pa.—Granted petition for leave to amend its application to specify 1 kw N instead of 5 kw.

WBAX Wilkes-Barre, Pa.—Granted petition for leave to amend his application to revise DA.

Abe Lapides, Pontiac, Mich.—Granted petition to dismiss without prejudice his application.

WDEL Wilmington, Del.—Granted petition requesting continuance of consolidated hearing upon its application and that of Wilmington Tri-State Bcstg. Co. Inc., presently scheduled for March 31, and continued same to April 29 at Wilmington.

Woodward Bcstg. Co., Detroit—Granted in part petition for continuance of consolidated hearing upon its application and that of Hillsdale Bcstg. Co. Inc. presently scheduled March 31, and continued same to May 12 at Hillsdale, Mich.

Fred Jones Bcstg. and Television Co., Oklahoma City—Granted petition requesting dismissal without prejudice to applicant's right to request reinstatement in accordance with Sec. 1.741 of Rules, of its application.

James A. Noe, Lake Charles, La.—Granted petition for continuance of consolidated hearing on its application and that of Kola Bcstg. Co., presently scheduled March 31, and continued same to April 15 at Lake Charles.

Midland Bcstg. Co., Kansas City—Granted petition for continuance of hearing on its application now scheduled April 2, and continued same to April 14.

Empire Bcstg. Co., Pomona, Calif.—Dismissed petition requesting leave to amend application for CP.

WAIT Chicago—Granted petition for extension of time within which to file exceptions to proposed decision of Commission in re Chicago FM applications, and extended time to and including April 19.

WOWO Fort Wayne, Ind.—Denied petition requesting that hearing on its application and that of WLIB presently scheduled March 28 at Washington be held in New York instead.

Florida West Coast Bcstg. Co., Tampa, Fla.—Granted petition insofar as it requests leave to amend its application to show reinstatement of Robert E. Wasdon and Jack J. Siegel as partners. Insofar as petition requests leave to amend to show change in trans. site and studio location to St. Petersburg, it is denied.

March 28 Applications . . .

ACCEPTED FOR FILING

License for CP

KXRJ Russellville, Ark.—License to cover CP as modified which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

Centinela Valley Bcstg. Co., Inglewood, Calif.—CP new FM station to be operated on frequency to be assigned by FCC with 798.6 w ERP.

San Fernando Valley Bcstg. Co., San Fernando, Calif.—CP for new FM station on frequency to be assigned by FCC with 1 kw ERP.

License for CP

KRDO Colorado Springs, Col.—License to cover CP as modified which authorized new AM station and authority to determine operating power by direct measurement of antenna power.

WOL Washington, D. C.—License to cover CP which authorized move old main trans. to be used as aux. trans. with power of 1 kw DA and authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

WMGA Moultrie, Ga.—CP install new vertical ant. and mount FM ant. on top of AM tower.

Modification of CP

WAYX Waycross, Ga.—Mod. CP as modified which authorized install new vertical ant. and ground system and to change trans. and studio locations, for extension of completion date.

KIDO-FM Boise, Idaho—Mod. CP which authorized new FM station, for extension of completion date.

WKJG-FM Fort Wayne, Ind.—Mod. CP which authorized new FM station, to change type trans. ERP to 26 kw, ant. height above average terrain, make changes in ant. system and change commencement and completion dates.

WTTH Port Huron, Mich.—Mod. CP which authorized new FM station, to make changes in ant. system and change commencement and completion dates.

WRBC Jackson, Miss.—Mod. CP which authorized new AM station, to change trans. location.

License for CP

WMBC Macon, Miss.—License to cover CP as modified, which authorized new AM station and authority to determine operating power by direct measurement of antenna power.

Modification of CP

KCFM Kansas City—Mod. CP which authorized new FM station, to change completion date.

WLOB Claremont, N. H.—Mod. CP which authorized new FM station, for extension of completion date.

WKOP Binghamton, N. Y.—Mod. CP which authorized new AM station, for approval of ant. trans. location and specify studio location.

FM—Unassigned

Warren Bcstg. Corp., Glens Falls, N. Y.—CP new FM station on 100 mc band with 1 kw ERP.

Assignment of CP

WHNY Hempstead, N. Y.—Voluntary assignment of CP to FM Bcstg. Corp.

License for CP

WHEC Rochester, N. Y.—License to cover CP as modified which authorized increase in power, installation of new trans. and DA-N and change trans. location and authority to determine operating power by direct measurement of antenna power.

Modification of CP

WSYR-FM Syracuse, N. Y.—Mod. CP as modified which authorized new FM station, for extension of commencement and completion dates.

License for CP

WTIK Durham, N. C.—License to cover CP which authorized increase in power and change type of trans. and authority to determine operating power by direct measurement of ant. power.

AM—1340 kc

WTSB Lumberton, N. C.—CP make changes in trans. equipment.

Assignment of License

WHIZ Zanesville, Ohio—Voluntary assignment of license to Southeastern Ohio Bcstg. System—AMENDED: to show changes in officers, directors and stockholders.

Modification of CP

KOCY-FM Oklahoma City—Mod. CP which authorized new FM station, for extension of completion date.

WGPA-FM Bethlehem, Pa.—Mod. CP which authorized new FM station, for extension of completion date.

FM—Remote

Pennsylvania Bcstg. Co., Area of Philadelphia—CP new remote pickup station on 156.75, 158.4, 159.3, 161.1 mc, 30 w, special for FM emission.

Modification of CP

WPGH Pittsburgh—Mod. CP which authorized new AM station, for approval of ant., to change type trans. and for approval of trans. location.

FM—98.7 mc

Washington Bcstg. Co., Washington, Pa.—CP new FM station on channel 54, 98.7 mc, and coverage of 6,590 sq. mi. —AMENDED: to change ERP from 33.9 to 5.82 kw and make changes in ant. system and to change officers, directors and stockholders.

FM—Remote

Paradise Bcstg. Co., Area of Mayaguez, P. R.—CP new remote pickup station on 30.82, 33.74, 35.82, 37.98 mc, 60 w, special FM emission.

Modification of CP

KPBX Beaumont, Tex.—Mod. CP which authorized new AM station, for approval of ant., approval of trans. location and to specify studio location.

License for CP

KMHT Marshall, Tex.—License to cover CP which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

KVKM Monahans, Tex.—License to cover CP as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WKLV Blackstone, Va.—Mod. CP which authorized new AM station, for approval of ant. to change type of trans. and for approval of trans. location.

WDVA Danville, Va.—Mod. CP which authorized new AM station, to change type trans.

FM—104.3 mc

James B. Littlejohn, Ogden, Utah.—CP new FM station on channel 282, 104.3 mc.—AMENDED: to change type trans. and make changes in ant.

AM—570 kc

KUTA Salt Lake City—CP make changes in trans. equipment.

License Renewal

Georgia School of Technology, Atlanta—License renewal developmental station W4XAG.

TENDERED FOR FILING

(Since Feb. 7)

AM—1400 kc

Radio Greenville, Greenville, Ala.—CP new AM station 1400 kc 250 w unl.

March 31 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

AM—790 kc

Northern States Bcstg. Co., Fargo, N. D.—Commission announced final decision granting application for new AM station 790 kc 5 kw unl. DA-N.

KVOK Moorehead, Minn.—Denied application change from 1340 kc 250 w unl. to 790 kc 5 kw unl. DA-N.

AM—1340 kc

Citizens Bcstg. Co., Abilene, Tex.—Announced proposed decision to grant application for new AM station 1340 kc 250 w unl.; cond.

Abilene Bcstg. Co., Abilene, Tex.—Proposed to deny application for same facilities.

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AM—1330 kc

Tri-State Bcstg. Corp., Evansville, Ind.—Announced proposed decision to grant application for new AM station 1330 kc 5 kw unl.; cond. re specifying 1 kw-N.

WJPS Inc., Evansville, Ind.—Proposed to deny application for new AM station 1330 kc 5 kw-D 1 kw-N.

AM—630 kc

WSAV Savannah, Ga.—Announced decision granting application change from 1340 kc 250 w unl. to 630 kc 5 kw DA-N.

WTMA Charleston, S. C.—Denied application change from 1250 kc 1 kw unl. to 630 kc 5 kw DA-N without prejudice to action on petition for leave to amend application and specify another frequency.

AM—790 kc

WEAU Eau Claire, Wis.—Announced proposed decision to grant power increase from 5 kw-D 1 kw-N DA to 5 kw DA, on 790 kc; cond.

KTHT Houston, Tex.—Announced proposed decision to grant change from 1230 kc 250 w unl. to 790 kc 5 kw-D 1 kw-N DA-N; cond.

Lubbock County Bcstg. Co., Lubbock, Tex.—Announced proposed decision to grant application new AM station 790 kc 5 kw-D 1 kw-N.

AM—1230 kc

Veteran's Bcstg. Co., Houston, Tex.—Announced proposed decision to grant application for new station 1230 kc 250 w unl.

AM—790 kc

KFYO Lubbock, Tex.—Proposed to deny change from 1340 kc 250 w unl. to 790 kc 5 kw DA-N.

March 31 Applications . . .

ACCEPTED FOR FILING

AM—1300 kc

Robert Schuler, Sheldon Anderson and Lester Eugene Chenault, Fresno, Calif.—CP new AM station 1300 kc 1 kw DA unl.—AMENDED: to make changes in DA.

Modification of CP

KLIK San Diego, Calif.—Mod. CP which authorized new AM station, to change trans. location and to specify studio location.

License for CP

KVOE Santa Ana, Calif.—License to cover CP as modified, which authorized change frequency, increase power and install new trans. and authority to determine operating power by direct measurement of ant. power.

WDNG Douglas, Ga.—License to cover CP as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WCKZ Alton, Ill.—Mod. CP which authorized new AM station, for approval of ant., approval of trans. location and to specify studio location. —AMENDED: to make changes in ant.

FM—Unassigned

The McPherson Bcstg. Co. Inc., McPherson, Kan.—CP new FM station (class B) on frequency to be assigned by FCC, and ERP 5.3 kw.

Modification of CP

KFH Wichita, Kan.—Mod. CP which authorized installation of FM ant. on top of AM tower, to make changes in ant. and for extension of completion date.

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WTPS-FM New Orleans—Mod. CP which authorized new FM station, to change type trans. and studio location.

License for CP

WBEC Pittsfield, Mass.—License to cover CP which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KWK-FM St. Louis—Mod. CP which authorized new FM station, to change completion date.

WMID Atlantic City, N. J.—Mod. CP which authorized new AM station, for approval of ant., approval of trans. location and to specify studio location.

License for CP

WFPG Atlantic City, N. J.—License to cover CP which authorized to install auxiliary trans. (At present site of main trans.) to be operated on 1450 kc 250 w.

Modification of CP

KYLE Alamogordo, N. M.—Mod. CP which authorized new AM station, for approval of ant., to change type trans. and for approval of trans. and studio locations.

Modification of CP

WSTP-FM Salisbury, N. C.—Mod. CP as modified which authorized new FM station, for extension of completion date.

WHKC Columbus, Ohio—CP increase power from 1 kw to 5 kw, install new trans. and make changes in DA-N.—AMENDED: to change DA-N.

WPAY-FM Portsmouth, Ohio—Mod. CP new FM station, to change ERP to 7 kw, make changes in ant. and change commencement and completion dates.—AMENDED: to change type trans.

Pocono Bcstg. Co., Stroudsburg, Pa.—CP new FM station (class A) on frequency to be assigned by FCC, ERP of 488 w and ant. height above average terrain 162 ft.

Eastland-Ranger-Cisco Bcstg. Co., Eastland, Tex.—CP for new AM station 1600 kc 1 kw DA-N unl.—AMENDED: to change DA-N to DA-DN.

AM—1360 kc

Tri-Cities Bcstg. Co., Goose Creek, Tex.—CP new AM station on 1360 kc 1 kw unl. DA-DN.—AMENDED: to make changes in DA.

AM—1030 kc

KUTA Salt Lake City—CP to change frequency from 570 to 1030 kc, increase power from 5 to 50 kw, install DA-DN. (Contingent on KOB relinguishing 1030 kc).—AMENDED: to change name of licensee from Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathal d/b as Utah Bcstg. and Television Co. to Frank C. Carman, David G. Smith, Frank C. Carman, administrator of estate of Jack L. Powers, deceased, and Grant R. Wrathall, d/b as Utah Bcstg. and Television Co.

Modification of CP

WRVA-FM Richmond, Va.—Mod. CP which authorized new FM station, to change type trans.; ant. height above average terrain to 500 ft.; ERP to 24.9 kw, make changes in ant. and change commencement and completion dates.

AM—910 kc

WRNL Richmond, Va.—Authority to determine operating power by direct measurement of ant. power. (Auxiliary and main).

FM—Unassigned

The Journal Co., Green Bay, Wis.—CP new FM station (class B) on frequency to be assigned by FCC, ERP 14 kw.

License Renewal

WBZA-FM Springfield, Mass.—License renewal.

KDKA-FM Pittsburgh—Same.

APPLICATION RETURNED

AM—1060 kc

WIBV Belleville, Ill.—CP change frequency from 1060 to 1230 kc and change hours from D to unl. (Contingent upon grant on WIL changing to 1430 kc). RETURNED March 25. Incomplete, no engineering data submitted.

APPLICATION DISMISSED

FM—48.7 mc

Southern California Associated Newspapers, Alhambra, Calif.—CP new FM station on 48.7 mc. DISMISSED March 27 per attorney's request.

TENDERED FOR FILING

(Since Feb. 7)

AM—1240 kc

Northwest Public Services, Kelso, Wash.—CP new AM station 1240 kc 250 w unl.

(*Continued on page 72*)

BMI *Pin-up Sheet*

Hit Tunes for April

(On Transcriptions)

ANOTHER NIGHT LIKE THIS (Marks)

CAPITOL—Hal Derwin
THESAURUS—Vincent Lopez
" George Wright
STANDARD—Buzz Adlam
WORLD—Les Brown
MacGREGOR—Barclay Allen
LANG-WORTH—Blue Barron

BEST MAN, THE (Vanguard)

LANG-WORTH—Four Knights
" Tommy Tucker
STANDARD—Leighton Noble
" The Starlighters
THESAURUS—Novatime Trio
CAPITOL—Pee-Wee Hunt
" Peggy Lee
" Jan Garber
MacGREGOR—Jimmie Grier
ASSOCIATED—Elliot Lawrence
WORLD—Les Brown

FOR SENTIMENTAL REASONS (Duchess)

CAPITOL—Eddie Le Mar
WORLD—Charlie Spivak
STANDARD—Bob Crosby
" Buzz Adlam
THESAURUS—Music of Manhattan
LANG-WORTH—Four Knights
MacGREGOR—Don Swan
" Barclay Allen
ASSOCIATED—Vic Damone

ILLUSION (Pemora)

LANG-WORTH—Chuck Foster
MacGREGOR—Barclay Allen
WORLD—Jose Morand
THESAURUS—George Wright

IT MIGHT HAVE BEEN A DIFFERENT STORY (Campbell-Porgie)

ASSOCIATED—George Towne
LANG-WORTH—Chuck Foster
" Four Knights
CAPITOL—Gene Krupa
MacGREGOR—Barclay Allen
WORLD—Eddy Howard
THESAURUS—Novatime Trio

IT TAKES TIME (London)

CAPITOL—Buddy Cole
LANG-WORTH—Four Knights
MacGREGOR—Barclay Allen
STANDARD—Orrin Tucker

MANAGUA, NICARAGUA (Encore)

CAPITOL—Jan Garber
STANDARD—Freddy Martin
ASSOCIATED—Elliot Lawrence
WORLD—Arthur Smith
THESAURUS—Jumpin' Jacks
MacGREGOR—Dick Peterson
LANG-WORTH—Chuck Foster

MISIRLOU (Colonial)

ASSOCIATED—Richard Himber
WORLD—Milt Herth
STANDARD—Carl Ravazza
THESAURUS—Xavier Cugat
" Ted Steele
MacGREGOR—Barclay Allen

MY ADOBE HACIENDA (Peer)

MacGREGOR—Sunshine Girls
" Barclay Allen
WORLD—Eddy Howard
THESAURUS—Novatime Trio
ASSOCIATED—Hank D'Amico
LANG-WORTH—Chuck Foster
STANDARD—Curt Massey

OPEN THE DOOR, RICHARD (Duchess)

CAPITOL—Jan Garber
WORLD—Charlie Spivak
STANDARD—Freddy Martin
MacGREGOR—Barclay Allen

THAT'S HOW MUCH I LOVE YOU (Vogue)

CAPITOL—Hal Derwin
MacGREGOR—Barclay Allen
STANDARD—Jack Fina

UNLESS IT CAN HAPPEN WITH YOU (Stevens)

LANG-WORTH—Chuck Foster
WORLD—Russ Morgan
CAPITOL—Hal Derwin
MacGREGOR—Eddie Skrivanek
THESAURUS—Novatime Trio

WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)

ASSOCIATED—Elliot Lawrence
LANG-WORTH—Rhythm Five
THESAURUS—Novatime Trio
MacGREGOR—Barclay Allen
" Eddie Skrivanek
WORLD—Charlie Spivak
" Les Brown
STANDARD—Freddy Martin
" Dave Street
CAPITOL—Hal Derwin

YES, YES, HONEY (Chelsea)

ASSOCIATED—George Towne
CAPITOL—Gene Krupa
LANG-WORTH—Four Knights
MacGREGOR—Eddie Skrivanek

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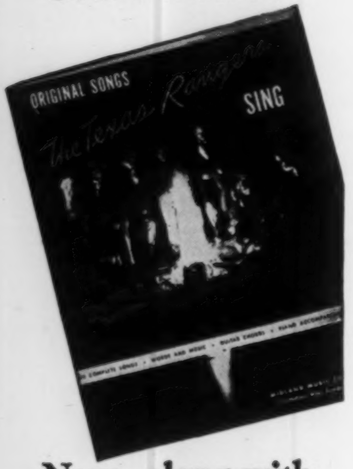

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FCC Actions

(*Continued from page 71*)

April 1 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

Commission announces proposed decision looking toward grant of application of Key Bcstg. Corp. for new AM station at Baltimore on 750 kw 1 kw D; and of application of James M. Tisdale for new station at Chester, Pa., on 740 kc 250 w D. At the same time Commission proposes to deny application of Paul W. Delehanty for new station at Chester seeking same facilities as Tisdale.

Commission announces adoption of order denying petitions of Radio Wisconsin Inc. and Beloit Bcstg. Co. for declaratory ruling as to whether Commission's supplemental proposed decision dated March 7 in re applications of The Elgin Bcstg. Co., Elgin, Ill., Village Bcstg. Co., Oak Park, Ill., Beloit Bcstg. Co., Beloit, Wis., Vincent G. Cofey, Elgin, Ill., and Community Bcstg. Co., Oak Park, Ill. and Radio Wisconsin Inc., Madison, Wis. and Edwin Mead, Rockford, Ill. is proposed decision or final decision as to petitioners, since it appears that no uncertainty exists as to fact that Commission's supplemental proposed decision of March 7 is proposed decision to all parties, including petitioners.

BY THE COMMISSION

Elmira Bcstg. Corp., Elmira, N. Y.—Upon request of petitioner, dismissed without prejudice petition for reconsideration directed against Commission's action of Nov. 29, 1946, granting James Robert Meachem a CP for new station in Elmira.

KFI Los Angeles—Granted renewal of license for main and auxiliary for period ending Nov. 1, 1949. Commissioner Durr dissented and voted for hearing with following statement: "The complaints against Station KFI go to issues which are fundamental to the operation of a broadcasting station in the public interest—namely, fairness and balance in the presentation of news and opinion. These complaints, are in my opinion, too numerous and too substantial to be resolved on the basis of a mere ex parte statement of the licensee and the very general evidence presented in the hearing on applicant's television application. I therefore do not think action should be taken on the application for the renewal of the license on a regular basis until the issues raised in the complaint have been fully explored in a public hearing."

Commission adopted order granting voluntary transfer of control of KFJZ and associated relays, Fort Worth, Tex., from Ruth G. Roosevelt Eidson to Texas State Network Inc.; voluntary transfer of control of KABC San Antonio, Tex., from Charles F. Roeser, S. W. Richardson, Ruth G. Roosevelt Eidson and Elliott Roosevelt, to Texas State Network Inc. and voluntary transfer of control of KNOW Austin, and WACO Waco, Tex., from S. W. Richardson and Charles S. Roeser to Texas State Network Inc.

Adopted memorandum opinion and order denying petition of Norman Baker to set aside the grant of construction permit to Alamo Bcstg. Co., licensee of KABC San Antonio, Tex.

April 1 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WKLF Clanton, Ala.—Mod. CP which authorized new AM station, for approval of ant., to change type trans. and for approval of trans. location.

KFAK Flagstaff, Ariz.—Mod. CP which authorized new AM station, for approval of ant. and trans. location.

KSOL Yuma, Ariz.—Mod. CP which authorized new AM station, for approval of ant. and trans. location.

KLAC Los Angeles—Mod. CP which authorized increase in power, installation of new trans. and vertical ant. and change in trans. location, to change type of trans. and for approval of trans. location.

KUSN San Diego, Calif.—Mod. CP which authorized new AM station, to change type trans.

License for CP

WLAQ Rome, Ga.—License to cover CP as modified, which authorized new AM station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

Harry L. Crisp, Marion, Ill.—CP new (class A) FM station frequency to be assigned by FCC, ERP 1 kw and ant. height above average terrain 188 ft.

AM—1150 kc

Des Moines Bcstg. Corp., Des Moines—CP new AM station 1150 kc 1 kw DA unl.—AMENDED: to modify DA.

License for CP

WIBW Topeka, Kan.—License to cover CP which authorized to mount FM ant. on top of DA and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KWCJ Natchitoches, La.—Mod. CP which authorized new AM station, to change type trans. and make changes in vertical ant. and for extension of commencement and completion dates.

License for CP

WGLN Glens Falls, N. Y.—License to cover CP as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WINS New York—Mod. CP as modified, which authorized change in frequency, increase power, change hours operation, installation of new trans. and DA, for extension of completion date.

License for CP

WFBL Syracuse, N.Y.—License to cover CP which authorized installation of aux. trans. to be operated with power of 1 kw for aux. purposes only.

WJRI Lenoir, N. C.—License to cover CP as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

AM—550 kc

Fred Jones Radiocasting and Television Co., Oklahoma City—CP new AM station 550 kc 1 kw-N 5 kw-D DA unl.—AMENDED: re changes in DA-D.

Transfer of Control

WDAS Philadelphia—Voluntary transfer of control from Alexander W. Dannenbaum and Cecile L. Naumburg to William Goldman Theatres Inc. (500 shares common stock-100%).

Transfer of Control

WOLS Florence, S. C.—Voluntary transfer of control from M. F. Schnibben to Melvin H. Purvis. (500 shares of common stock-50%).

AM—1150 kc

WTAW College Station, Tex.—Authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

Lubbock Bcstg. Co., Lubbock, Tex.—CP new FM (class B) station on frequency to be assigned by FCC, ERP 2.4 kw.

License for CP

KWLK-FM Longview, Wash.—License to cover CP which authorized new FM station.

WOBT Pelican, Wis.—License to cover CP as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

License Renewal

WBZ-FM Boston—License Renewal.

APPLICATIONS DISMISSED

(Request of Attorney)

FM—46.5 mc

James A. Noe, Shreveport, La.—CP new FM station on 46.5 mc. DISMISSED March 21.

James A. Noe, Alexandria, La.—Same.

James A. Noe, Lake Charles, La.—Same.

TENDERED FOR FILING

(Since Feb. 7)

Modification of CP

WMCK McKeesport, Pa.—Mod. CP for changes in DA-N using 1 kw unl.

Assignment of License

WBRK and WBRK-FM Pittsfield, Mass.—Consent to assignment of license of WBRK and CP of WBRK-FM to Greylock Bcstg. Co.

Transfer of Control

WLOF Orlando, Fla.—Consent to transfer of control from George W. Gibbs Jr. to Wm. Joe Sears and Walter C. Shea.

April 2 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

Commission announced final decision granting five applications and denying one request for class B FM station in Peoria, Ill.

(*Continued on page 73*)

PRESIDENT PLOWS FOR WKYW OPENING

THE PRESIDENT of WKYW Louisville, F. Eugene Sandford, got behind the plow for two days just before the opening of the new station, to assure its being on the air March 22, with 1000 w at 900 kc. Mr. Sandford, announcers, engineers, office help and reporters all got together to install the 72,000 feet of ground antenna.

Gov. Simeon S. Willis participated in the formal dedication of the WKYW studios March 28. There was also a reception lasting several days to which civic, trade, church and club groups and the general public were invited.

Chief of operations for WKYW is S. A. Cisler, veteran radio man and ex-Marine. Station manager is Edwin S. Weldon, advertising agency representative for several years, also ex-Marine. Third Marine Corps veteran is David M. Wilburn, program director. Tom Smith, ex-Navy, is head of the news staff. Mr. Sandford is a Navy veteran of World War I, and Commercial Manager H. Parker Smith is a Marine Corps veteran of World War I. Ex-Marine James Coleman is chief engineer.

ABOUT TRANSMITTER DELIVERIES—

During the past several months, through planned purchasing of raw materials and the addition of several new production lines, Gates has striven towards fast delivery of complete 250 watt and 1000 watt transmitters.

We are pleased to advise both established broadcasters needing replacement transmitters and new broadcasters that deliveries on Gates transmitters can be arranged to suit your conveniences whether it be immediate or to coincide with your building program.

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

April 3 Decisions . . .

BY THE COMMISSION

Ordered by FCC on own motion that hearing on clear channel broadcasting in standard band be resumed June 3, 10 a.m., before Commissioner Hyde and such other Commissioners as may be able to attend hearing. Further ordered that following closing of the record and before report is issued all interested parties be given reasonable opportunity to file briefs before Commission and to present oral argument before Commission en banc.

BY COMMISSION EN BANC

Modification of CP

KCPN Fort Worth, Tex.—Granted mod. CP new commercial TV station to change type of trans. and make changes in ant.; to reduce ERP vis to 16.35 kw and ant. height to 490 ft. Also extended completion date for period of 6 mo. from date of grant.

FM Conditional Grants

International Bcstg. Corp., Shreveport, La.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details.

George Anthony Waslovas, Cheviot, Ohio—Authorized conditional grant for class A FM station, subject to further review and approval of engineering details.

Record Pub. Co., Ravenna, Ohio—Authorized conditional grant for class A FM station, subject to further review and approval of engineering details, (Comr. Durr voting for hearing).

Tri-Cities Bcstg. Co., Goose Creek, Tex.—Authorized conditional grant for class A FM station, subject to further review and approval of engineering details.

Final Order

Commission adopted order (Comr. Jett dissenting) making effective immediately, sub-section (d) of Sec. 3.203, reading as follows: "No assignments will be made on Channels 297, 298, 299 and 300 until July 1, 1947".

April 3 Applications . . .

ACCEPTED FOR FILING

AM—1140 kc

WKAX Birmingham, Ala.—CP to change frequency from 900 to 1140 kc and hours of operation from D to limited time.—AMENDED to change hours from limited time to unl. and install DA-N.

AM—870 kc

KIEV Glendale, Calif.—CP to install new trans.

FM—Unassigned

Pacific Bcstg. Co., Fresno, Calif.—CP for new (class B) FM station on frequency to be assigned by FCC and ERP 16.2 kw.

Modification of CP

WWPB Miami, Fla.—Mod. CP which authorized new AM station, for approval of ant. and approval of trans. and studio locations.

AM—550 kc

KMVI Wailuku, T. H.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

License for CP

WCBC Anderson, Ind.—License to cover CP, as modified, which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

Keokuk Bcstg. Co., Keokuk, Iowa—CP for new (class B) FM station to be operated on frequency to be assigned by FCC, ERP 3.15 kw and ant. height above average terrain 327 ft.

Modification of CP

KOAM Pittsburg, Kan.—Mod. CP, as modified, which authorized change in frequency, increase in power, change in hours of operation, installation of DA-N and change trans. location, for extension of completion date.

License for CP

WKYW Louisville, Ky.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

AM—1540 kc

Louisiana Bcstg. Co., New Orleans—CP new AM station 1540 kc 50 kw DA unl.—AMENDED to change power from 50 kw to 25 kw N 50 kw D revise DA and change trans. location.

AM—1420 kc

Owensboro on The Air Inc., Owensboro, Ky.—CP new AM station 1420 kc 1 kw DA-N unl.—AMENDED to use DA-DN and change trans. site.

AM—920 kc

Lee-Smith Bcstg. Co., Faribault, Minn.—CP new AM station 920 kc 1 kw DA.—AMENDED re changes in DA (DA-2) and change trans. location.

AM—1240 kc

WGCM Gulfport, Miss.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WIBM-FM Jackson, Miss.—Mod. CP which authorized new FM station to change type station to class B; specify studio location, change type of trans., trans. site; ERP to 16.1 kw ant. height above average terrain to 294.3 ft., make changes in ant. and change completion date.

License for CP

KMOX St. Louis—License to cover CP, as modified, which authorized installation of new trans. and ant. and change trans. location and authority to determine operating power by direct measurement of ant. power.

AM—1480 kc

Lincoln Bcstg. Corp., Lincoln, Neb.—CP new AM station 1480 kc 1 kw DA-1 unl.—AMENDED to use DA-DN (DA-2) and change trans. location.

AM—1400 kc

KTNM Tucumari, N. M.—CP make changes in trans. equipment and change studio location.

Modification of CP

WNYE Brooklyn, N. Y.—Mod. CP which authorized change in trans. and changes in ant. system, for extension of completion date.

WHIN Geneva, N. Y.—Mod. CP, as modified, which authorized new AM station, to change type of trans.

FM—Unassigned

Richard H. Balch, Utica, N. Y.—CP for new (class B) FM station on frequency to be assigned by FCC and ERP 9.2 kw.

Texhoma Bcstg. Co., Durant, Okla.—CP for new AM station 1540 kc 250 w unl.—AMENDED to install DA-N and to change trans. location.

License for CP

WKAP Allentown, Pa.—License to cover CP, as modified, which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WABX Harrisburg, Pa.—Mod. CP which authorized new FM station, to change completion date.

WMCK McKeesport, Pa.—Mod. CP, as modified, which authorized new AM station, to make changes in DA and for extension of completion date.

WDEF Chattanooga, Tenn.—Mod. CP, as modified, which authorized change frequency, increase power, installation of new trans. and DA-N and change in trans. location for extension of completion date.

AM—1450 kc

KNET Palestine, Tex.—CP to install new trans.

AM—1540 kc

East-West Bcstg. Co., Fort Worth, Tex.—CP new AM station 1540 kc 5 kw DA unl.—AMENDED to change power from 5 kw to 1 kw N, 5 kw D and make changes in DA.

License for CP

WAUX Waukesha, Wis.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

License Renewal

WCBS New York—License renewal.
WBBM-FM Chicago—Same.
KSWO Lawton, Okla.—License renewal AM station.
WKNA Charleston, W. Va.—Same.
WTAW College Station, Tex.—Same.

Modification of CP

WDIG Dothan, Ala.—Mod. CP which authorized new AM station, to change type trans.

Modification of CP

KXO El Centro, Calif.—Mod. CP, as modified, which authorized installation of new trans., new vertical ant. and ground system, and change trans. and studio locations, for extension of completion date.

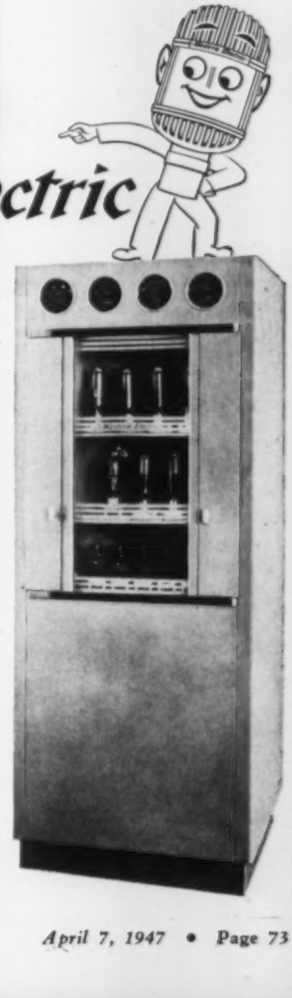
(Continued on page 74)

Ever see a Spartan
sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market



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TIP:
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OF THIS ISSUE

FCC Actions

(Continued from page 73)

Applications Cont.:

KRFM Fresno, Calif.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

WASH Washington—Mod. CP which authorized new FM station to change type of trans.; trans. site (geographic coordinates only); ERP to 15.1 kw, ant. height above average terrain to 469 ft.; make changes in ant. and change commencement and completion dates.

License for CP

WJHP Jacksonville, Fla.—License to cover CP, as modified, which authorized increase in power, installation of new trans. and DA-N and change trans. location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WMBM Miami Beach, Fla.—Mod. CP which authorized new AM station, for approval of ant. and approval of trans. and studio locations.

KXOB Stockton, Calif.—Mod. CP which authorized new AM station, to change type of trans. and to change type of ant. towers.

WDEC Americus, Ga.—Mod. CP which authorized new AM station, for approval of trans. location and to specify studio location.

License for CP

WHAV Haverhill, Mass.—License to cover CP, as modified, which authorized new AM station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WLAM Lawrence, Mass.—Mod. CP which authorized new AM station, for approval of ant. and trans. location.—AMENDED to change trans. location.

AM—1490 kc

WBEC Pittsfield, Mass.—CP install new trans.

License for CP

WCVH Area of Grand Rapids, Mich.—License to cover CP which authorized new remote pickup station.

KENC Las Vegas, Nev.—License to cover CP which authorized installation of new vertical ant. and authority to determine operating power by direct measurement of ant. power.

AM—1230 kc

WMOU Berlin, N. H.—Authority to determine operating power by direct measurement of ant. power.

TV—Relay

Allen B. Du Mont Labs. Inc., portable-mobile, Washington, D. C.—CP new experimental TV relay station on 6825-6850 mc 0.1 w and unl. To be used with WTTG Washington. Emission A5-vis. Also CP new experimental TV relay station on 6800-6825 mc emission A5-vis and unl. To be used with WTTG Washington.

Allen B. Du Mont Labs. Inc., portable-mobile, New York—CP new experimental TV relay station on 6800-6825 mc 0.1 w emission A5 vis and unl. To be used with WABD New York. Also CP new experimental TV relay station on 6825-6850 mc emission vis A5 0.1 w and unl. To be used with WABD New York.

Modification of CP

WABZ Albermarle, N. C.—Mod. CP which authorized new AM station, for approval of ant., to change type of trans. and for approval of trans. location.

WWNC Asheville, N. C.—Mod. CP, as modified, which authorized to install DA-N, increase power, installation of new trans. and to move trans. location, for extension of completion date.

AM—1340 kc

WJRI Lenoir, N. C.—CP to make changes in transmitting equipment.

AM—1460 kc

WBNS Columbus, Ohio—CP to install new aux. trans.

Modification of CP

WRRN-FM Warren, Ohio—Mod. CP which authorized new FM station, to change type of station from class A to class B; specify trans. site, change studio location, specify frequency as plus or minus 98.0 mc ERP as 3.2 kw, ant. height above average terrain as 300 ft.; type of trans. and specify ant.

WKPB Knoxville, Tenn.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

WJJM Lewisburg, Tenn.—Mod. CP, as modified, which authorized new standard station, for extension of completion date.

License Renewal

WBAM New York—License renewal.
WCAU-FM Philadelphia, Pa.—Same.

TENDERED FOR FILING
(Since Feb. 7)

Assignment of License

KVAK Atchinson, Kan.—Consent to assignment of license to Albert Alvin Almada.

Community Bcstg Co., St. Cloud, Minn.—CP new AM station 1240 kc 250 w unl.

Modification of CP

WHOO Orlando, Fla.—Mod. CP to change from DA-DN to DA-N using power of 5 kw N 10 kw D unl.

AM—1350 kc

KRLC Lewiston, Ida.—Request for special service authorization 1350 kc 250 w unl. for period not to exceed Aug. 1.

AM—1090 kc

Rogers City Bcstg. Co., Rogers City, Mich.—CP new AM station 1090 kc 1 kw unl.

AM—580 kc

K. C. Zion, Roda, Va.—CP new AM station 580 kc 24¾ w D.

Haverlin

(Continued from page 13)

tual. Since he and Mr. Kaye will be elected to board membership, Mutual is expected to designate a candidate for the former Haverlin directorship. Mr. Wall's salary, it is understood, would be between $15,000 and $20,000.

The BMI board met in New York last Tuesday to consider the executive appointments. The nominations were brought in by William S. Hedges, vice president in charge of planning and development of NBC, as chairman of the board's committee designated to select the executives. Announcement was not made until Friday, however, pending formal acceptance of the post by Mr. Haverlin, after consultation with Edgar Kobak, MBS president.

Mr. Wall

"Mr. Haverlin, in addition to his proved capacity and wide experience in the broadcasting industry has great familiarity with the operations of BMI," the BMI statement said. "As one of the original officers of BMI, he played an important part in its founding and is now a member of its board of directors."

At the time Mr. Haverlin left the BMI vice presidency in charge of station relations to assume a similar title at MBS, the statement said, "Mutual agreed that BMI could have a continuing call on Mr. Haverlin's services. The BMI board expresses its thanks to Edgar Kobak, Mutual president, for releasing Mr. Haverlin from his network duties."

Mr. Haverlin's assumption of the presidency ends a search that began last fall. Paul A. Porter, former chairman of the FCC, had been proffered the post but was unable to make any commitment because of his selection by President Truman to head the financial mission to Greece, just concluded. Paul W. Morency, vice president and general manager of WTIC Hartford, had been considered, but is understood to have eliminated himself early in the search.

A 20-year veteran in radio, Mr. Haverlin was born in Globe, Ariz., 46 years ago.

His first career was on the stage. He entered radio at KFI Los Angeles as an announcer in 1923. In 1927 he was appointed sales manager of KFI and KECA Los Angeles, then under the same ownership, and later became station relations manager of Davis & Schwegler, music and transcriptions firm.

He joined BMI in April, 1940, as one of its earliest employes.

He is married and has three children.

In 1942 Mr. Haverlin became station relations consultant of the Office of War Information radio bureau and assumed charge of radio liaison in each of the OWI field offices. He joined Mutual in 1944 in its station relations department and was elevated to a vice presidency in December.

Captain to Colonel

Mr. Wall returned to NBC in November, 1945, as administrative assistant to Mr. MacDonald after an outstanding Army career which saw him promoted from a captaincy to colonelcy in four years. When he left NBC for active duty in 1941, he had been business manager of the program department.

Col. Wall served overseas with the amphibious force. He landed on Omaha beach on D-Day with initial assault elements and was G-3 liaison officer between the Twelfth Army group headquarters and other allied armies through the French, Belgian, Luxembourg and German campaigns.

Members of the BMI board, in attending the Tuesday meeting were: John Elmer, WCBM., William S. Hedges, NBC Leonard Kapner, WCAE, Joseph A. McDonald, ABC, Paul Morency, WTIC, J. Leonard Reinsch, WSB, J. Harold Ryan, Fort Industry, Frank K. White, CBS, Mr. Haverlin and Judge Miller.

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Bay State May Court-Test Blue Book

Proposed Denial by FCC On Program Reasons Brews Action

A COURT TEST of FCC's Blue Book program policies appeared likely last week if FCC makes final its proposed decision to deny Bay State Beacon Inc.'s application for a new 250 w station on 1450 kc at Brockton, Mass.

The Commission based its proposed denial on a finding that Bay State's program plans are "not as well balanced or as well calculated to serve the pubic interest as the service proposed by Plymouth County Broadcasting Co.," which received the proposed grant [BROADCASTING, March 31].

FCC noted that Bay State's plans call for 80.3% of program time to be available for commercial sponsorship, 15% for institutional sponsorship, and the remaining 4.7%, reserved wholly for religious programs, not available for sponsorship.

In event the proposed decision is made final—and spokesmen for Segal, Smith & Hennessey, representing Bay State, said they had "every intention" of winning a reversal and grant in FCC's final decision—a court appeal, if taken, would go first to U. S. Court of Appeals for the District of Columbia. If that Court should reverse the Commission, authorities considered it certain that FCC would appeal to the Supreme Court.

A third applicant in the proceeding, Cur-Nan Co., received a proposed denial largely on the grounds that none of its owners lives in Brockton. All three applications were for 1450 kc with 250 w power at Brockton.

WBRK Transfer

ASSIGNMENT of license of WBRK Pittsfield, Mass., and construction permit for WBRK-FM from Leon Podolsky to new firm in which he is to be 100% stockholder is requested in application filed last week with FCC. Mr. Podolsky proposes at a later date to sell 49% of his interest in Greylock Broadcasting Co., the assignee, to Gordon Morse, Pittsfield banker. Appropriate transfer application would be filed at that time, the present request stated. Mr. Podolsky is president and treasurer of Greylock Broadcasting. Gordon W. Phelps is clerk. The assignor had acquired WBRK and its FM CP last fall in competitive AVCO bidding with Western Massachusetts Broadcasting Co., the latter receiving new local facilities of 100 w fulltime on 1490 kc [BROADCASTING, Oct. 14, 1946]. Formerly owned by Monroe B. England, WBRK is assigned 250 w fulltime on 1340 kc.

KFI Is Granted Regular License Renewal; Action Terminates Long Fight With FCC

KFI Los Angeles, on temporary license since last Nov. 1 while FCC continued its study of the station's policy on local commentators, has been given a regular renewal to Nov. 1, 1949, the Commission announced last week.

Comr. C. J. Durr dissented from the grant, authorized March 24. He voted for a hearing and issued the following statement:

"The complaints against Station KFI go to issues which are fundamental to the operation of a broadcasting station in the public interest—namely, fairness and balance in the presentation of news and opinion. These complaints are, in my opinion, too numerous and too substantial to be resolved on the basis of a mere *ex parte* statement of the licensee and the very general evidence presented in the hearing on applicant's television application. I therefore do not think action should be taken on the application for the renewal of the license on a regular basis until the issues raised in the complaint have been fully explored in a public hearing."

The investigation centered around KFI's discontinuance of locally sponsored commentators effective March 1, 1945. Among the complainants were the National Citizens Political Action Committee; the Hollywood Independent Citizens Committee of the Arts, Sciences and Professions, and the California Committee on Radio Freedom.

The station's policy was discussed at length in the course of the hearing on KFI's television application last May. Earlier, KFI had stated its position on Commission request. In response to a further request of the Commission, KFI earlier this year filed a lengthy statement reiterating that the move was designed to insure impartial handling of news and protesting "vigorously" against FCC's handling of the matter, "this being the third time we have been called upon by the Commission to explain our policy and the Commission already having full information about it in its files" [BROADCASTING, Feb. 24].

WLOF Transfer

APPLICATION was filed last week with FCC for consent to transfer of control of WLOF Orlando, Fla., from George W. Gibbs Jr. to William Joe Sears and Walter C. Shea. Mr. Gibbs sells his half interest to these two stockholders for $40,000. Mr. Gibbs wishes to devote his entire time to his other enterprises. Following approval of the transfer the WLOF stock will be held as follows: Mr. Shea, 18.75 shares; Mr. Sears, 15 shares; Daisy W. Sears, 3.75 shares. WLOF operates on 1230 kc with 250 w, unlimited hours.

Raytheon Transfer

TRANSFER of Raytheon's Broadcast Equipment Division, currently located at Chicago, into its main plant at Waltham, Mass., was announced last week by Laurence K. Marshall, president of Raytheon Mfg. Co.

FOUR FM CONDITIONALS ARE GRANTED BY FCC

[Other FM grant story on page 32]

ONE CLASS B and three Class A FM stations were conditionally granted last week by FCC. Class B grant goes to KWKH Shreveport, La., while the Class A authorizations go to George Anthony Waslovas, Cheviot, Ohio; Record Publishing Co., Ravenna, Ohio, and Tri-Cities Broadcasting Co., Goose Creek, Tex.

Mr. Waslovas has been a radio engineer for eight years and presently has been employed by Raytheon Mfg. Co. as communications design engineer.

The Record Publishing Co. owns the *Record and Courier Tribune* of Ravenna. The paper is published daily except Sunday.

Tri-Cities Broadcasting also has pending an application for a new standard station at Goose Creek on 1360 kc with 1 kw directionalized fulltime.

Principals are: Robert Matherne, president and 28% owner, sole owner of the Goose Creek Daily Sun; Beulah Mae Jackson, secretary-treasurer and 8% owner; L. G. Sardene, director 30%, manager Culpepper Furniture Co.; Robert Strickland, director 8%, attorney; Fred Hartman, director 16%, Daily Sun editor; S. S. Gould, director 4%, Daily Sun advertising manager.

Flag Series

FLAG PET FOOD Corp., New York (dog and cat food), plans to use a half-hour program on approximately 50 stations throughout New England and the Atlantic Seaboard in the near future. Agency is William Warren, New York.

WHERE'S CASEY?

IT TAKES 5000 WATTS TO COVER THIS TRI-STATE AREA, AND WSAZ HAS THEM

OHIO
Gallipolis
Portsmouth
Ashland
HUNTINGTON
KY.
W.VA.

WSAZ

HUNTINGTON, W. VA.
5000W. DAY 1000W. NIGHT
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ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

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JOHN BLAIR United States
HORACE STOVIN Canada

INVEST YOUR AD DOLLAR
WCKY s-ly
L. B. Wilson
WCKY
50,000 WATTS OF SALES POWER
★ ★ ★

Heavy Slashes Are Expected In Government Radio Funds

HEARINGS on State Dept. $25,000,000 requests for continuation of the Office of International Information and Cultural Affairs (OIC) concluded last week leaving a trail of gloom at the Department where heavy cuts were expected.

Included in the budget proposal for fiscal 1948 was $10,000,000 for operation of the International Broadcasting Division's Voice of America 25 language shortwave programs. It was estimated that the requests might be cut as much as 50%, but there was no indication whether it would be an "across the board" or a departmental slice.

The three Democrats on the 7-man Appropriations subcommittee which conducted the hearings were expected to recommend letting the request stand untouched. The determining Republican vote will be that of Chairman Karl Stefan (R-Neb.), regarded by the OIC as a "friend," and it is expected that Rep. Walt Horan (R-Wash.) will follow his lead. Mr. Stefan, however, is under pressure from Appropriations Committee Chairman John Taber (R-N. Y.) to exercise the economy knife wherever possible, making a compromise cut more than likely. Additional pressure may come from a House that is very sensitive to any government function which in any way smacks of "propaganda."

Chairman Stefan said the appropriation bill for the State Dept. will be "marked up" in the last week of April, and will probably be reported to the House during the first week of May.

Meanwhile, State Dept. has informed international broadcasting licensees that it intends to use all government-owned facilities for the ensuing fiscal year—subject to Congressional approval of funds requested for the purpose.

Notice is obligatory at least 90 days prior to July 1, or option permitting the licensees to buy government-owned facilities comes into effect. Licensees have also been notified that the State. Dept. will not be able at this time to re-open contracts for use of privately-owned transmitters—about 18 out of 36—and antennae. All privately-owned facilities are let on a voluntary basis.

Failure of the government to issue notice would permit licensees to purchase approximately $8,000,000 worth equipment at a relatively small percentage of original value. Depreciation is figured at 12% per year, now totaling roughly 80% of original value. Cost of de-installation by the government in most cases would be greater than present value of equipment.

Seven licensees affected include: NBC; CBS; Crosley Corp.; General Electric; Westinghouse; Associated Broadcasters of California and Worldwide Broadcasting Foundation of Boston.

DENNY SLATED TO SPEAK BEFORE RMA CONCLAVE

CHAIRMAN Charles R. Denny of the FCC is scheduled to be the principal speaker at the annual convention of Radio Manufacturers Assn. to be held June 10-12 at the Stevens Hotel, Chicago. Mr. Denny accepted RMA's invitation to speak provided the International Telecommunications Conference starting May 15 at Atlantic City does not interfere.

First RMA industry-wide banquet since 1941 will be held on the night of June 12. The convention program calls for meetings of all divisions and committees. NAB, FMA, TBA and other interested associations have been invited to send representatives.

RMA's board will hold another joint meeting with the Canadian RMA board at Seaview Country Club, near Atlantic City, April 24-25, with the U. S. board as host. Presiding at the first day's meeting will be S. L. Capell, Philco Corp. of Canada, who is Canadian RMA president, with the U. S. board as guests. Procedure will be reversed the next day with RMA President Ray C. Cosgrove, Crosley Corp., presiding.

Would Protect Ideas

CALIFORNIA state legislature has before it an idea protection bill which seeks to strengthen the protection of material in the idea realm as applied to radio and screen. The measure, known as A.B. 855 and 566 and S.B. 803, is being pushed by SWG and RWG. The position of the radio industry is not yet clear, although individual opposition has been expressed, based on the fact that the bill would make idea discussions difficult.

TSN REORGANIZATION IS APPROVED BY FCC

REORGANIZATION of the Texas State Network, giving it control of KABC San Antonio and KFJZ Ft. Worth and half interest in WACO Waco and KNOW Austin, was approved by FCC on March 28 and announced last Tuesday.

The applications, pending since May 1945, specify considerations totaling $162,238 but FCC and network spokesmen explained that instead of actual cash outlays the transfer involved the trading of stock in individual stations and in the old Texas State Network (a Texas corporation) for stock in the new corporation, organized under Delaware laws but using the name Texas State Network.

Under the reorganization, the network owns 100% of KFJZ and KABC, and 50% of WACO and KNOW. Principal owners of the network are Gene L. Cagle, president and 10%; S. W. Richardson, 18%; Ruth G. Roosevelt Eidson, who formerly controlled 99.9% of KFJZ, 16%, and a similar amount held by Continental National Bank in trust for the children of Mrs. Eidson and her former husband, Elliott Roosevelt; and Charles F. Roeser, 13%.

CHERNOFF IS RE-ELECTED BY W. VA. ASSOCIATION

HOWARD L. CHERNOFF, managing director of the West Virginia Network, was re-elected president of the West Virginia Broadcasters Assn. last week.

The vote was taken at the group's semi-annual meeting in Huntington, W. Va. Following this, J. Allen Brown of the NAB addressed a luncheon meeting on problems of small market stations. In a morning session, the West Virginia Broadcasters voted in favor of uniform time and unanimously opposed the 2% cash discount principle.

The organization's next meeting will be held in September at White Sulphur Springs, W. Va.

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FRESNO
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If you want a large, loyal audience

on the Pacific Coast . . .

then you want the network that gets good ratings morning, noon and night! ABC Pacific not only has big nighttime shows, it's also FIRST on the West Coast in the morning . . . tied for second all day long!

and if you want efficient coverage

In eleven Metropolitan Districts on the Pacific Coast are

70.5% *of population* **73.5%** *of radio homes*
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ABC Pacific's 21 strategically located stations cover these and eight other metropolitan markets *from within*. They also blanket the surrounding *outside* markets. In all, they reach (primary areas):

94.6% *of the Coast daytime listeners*
92.5% *of the nighttime listeners*

And no other network gets better coverage!

*Sales Management Survey of Buying Power, May 10, 1946.

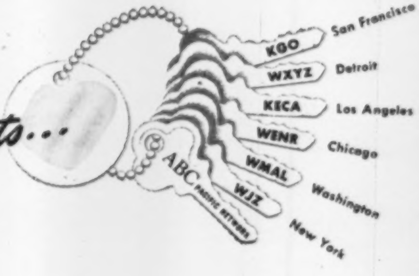
at low cost

ABC Pacific costs less than any other Pacific Coast network!

One half hour evenings **$972.00**
Quarter-hour daytime strip (5 times per week) **$280.00** (per broadcast)

your BEST BUY is ABC PACIFIC!

Sales Keys to America's 7 Great Markets . . .



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33 West 42nd St.	Civic Opera Bldg.	155 Montgomery St.	1440 Highland Ave.	Stroh Bldg.

Films-Video Blended

A DRAMATIC demonstration of a new high speed film process and its uses in television will be given tomorrow, April 8, in Philadelphia, with Eastman Kodak Co., Philco Corp. and ABC cooperating in the experiment. Test is understood to involve filming a press delegation at the Philadelphia airport, and showing them the pictures in a telecast from WPTZ, the Philco video station, on the group's arrival at the Germantown Cricket Club. The film will be processed, delivered to the station and prepared for broadcast in the time taken to drive the newspapermen from the airport to the club.

To Increase Stock

PROPOSAL to increase Western Electric's authorized capital stock from 7,500,000 shares to 9,000,000 shares at the regular annual meeting of stockholders April 8, was announced in a letter forwarded to all stockholders of the company by C. G. Stoll, Western Electric Co. president, last week. If the increase is approved, it is contemplated that in the near future the additional 1,500,000 shares will be offered pro rata to stockholders.

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nightime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC
Mutual Broadcasting System

MBS

BMB

Suit to Prevent Bulova From Selling His Majority Interest in WOV Filed

AN INJUNCTION suit to prevent Arde Bulova from selling his majority interest in WOV New York to his brother-in-law and president of the station, Harry D. Henshel, was filed on Tuesday in U. S. District Court, New York City, by Richard O'Dea, minority stockholder.

Mr. O'Dea charges that the proposed sale of 600 shares of stock for a total of $465,000 is a "sham and a fraudulent agreement by the defendants."

"Bulova or someone in his behalf," claims Mr. O'Dea, "will actually furnish funds or credit to Mr. Henshel to make the purchase," and, in the event of loss by Mr. Henshel, said the plaintiff, Mr. Bulova will sustain the loss and will retain ownership of the stock at all times.

According to Mr. O'Dea, Mr. Bulova had promised under a previous agreement not to offer the stock for sale without first giving an opportunity to remaining stockholders in proportion to their interests. This would give priority to Mr. O'Dea, who owns 50% of the Class A stock and 20% of the Class B [BROADCASTING, March 10]. But under the pending agreement, said Mr. O'Dea, the defendants have set a price "at least twice as much as the fair or reasonable value," thus making it difficult for him to meet.

On the grounds that Mr. Henshel is not a bonafide purchaser, the suit asks for a temporary restraining order prohibiting the defendants from performing the sale, and further, a permanent judgment to prevent the carrying out of the agreement between the defendants.

Queried about the suit, Mr. Bulova's counsel, Sanford Cohen, said that "the suit was filed for publicity purposes only, and to influence the FCC." He said that Mr. Bulova had not yet been served papers since he is out of the country.

Merger Opposed

STATE DEPT. announced it has received notice of labor union opposition to any merger of international telegraph companies as "not in the public interest." American Communications Assn. (CIO) and Independent All America Cables Employes Assn. expressed their opinions at a recent meeting with the Telecommunications Coordinating Committee. Union spokesmen declared that domestic telegraph merger had not resulted in improved service or lower rates while employes had been adversely affected.

SAFETY AWARDS GIVEN TO 24 RADIO STATIONS

AWARDS OF MERIT for "exceptional" service to the cause of safety will be presented to 24 radio stations this week by the National Safety Council, Chicago.

Stations include KFXM San Bernardino, KSCJ Iowa City, Iowa, KFH Wichita, Kan., WBAL Baltimore, WQAM Miami, KANS Wichita, Kan., WINN Louisville, WFDF Flint, Mich., WDAF Kansas City, Mo., KMMJ Grand Island, Neb., WHKC Columbus, Ohio, WING Dayton, Ohio, KOIN Portland, Ore., KTSM El Paso, Tex., KFIZ Fond du Lac, Wis., WIZE Springfield, Ohio, KXOK St. Louis, Mo., WHK Cleveland, Ohio, WHIO Dayton, Ohio, KOAC Corvallis, Ore., KABR Aberdeen, S. D., WLOG Logan, W. Va., WGAL Lancaster, Pa., WORL Boston.

Ned H. Dearborn, president of the Council, said the awards were presented to stations which have broadcast a regularly scheduled program on safety for five or more years. He emphasized that almost all United States stations support safety measures with spot announcements or special events programs but that there were comparatively few, such as the 24 cited, which have consistently broadcast a specific program for five or more years.

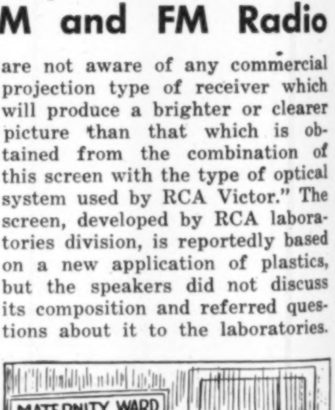
New Television Set by RCA Includes Record Changer, AM and FM Radio

A TELEVISION projection receiver providing a picture with a highlight brightness of 50 foot lamberts, two and a half times as bright as previous large-screen images, was demonstrated last week by RCA at a meeting of the New York section of the Institute of Radio Engineers.

Receiver, housed in a console about four feet high by three feet wide and two feet deep, presents a picture 15 by 20 inches. Unit also contains AM, FM and shortwave radio receivers and an automatic record changer. Sets are expected to reach the retailers in two or three months, and probably will be priced around $1200.

Anthony Wright, chief of the RCA Victor television receiver design section, and Edwin L. Clark, senior engineer of the section, conducted the demonstration and read technical papers explaining the design, construction and operation of both the projection and direct view models which were used in the demonstration, including live and film entertainment broadcast by WNBT, NBC's New York video station.

The projection pictures lived up to the speakers' claims about brightness, comparing favorably with the images on the direct viewing screens. Mr. Wright said, "We are not aware of any commercial projection type of receiver which will produce a brighter or clearer picture than that which is obtained from the combination of this screen with the type of optical system used by RCA Victor." The screen, developed by RCA laboratories division, is reportedly based on a new application of plastics, but the speakers did not discuss its composition and referred questions about it to the laboratories.



"Now that Bing Crosby is on WFDF Flint, this would have to happen to me on a Wednesday."

Mark Woods Hits Radio Editorializing

ABC President Says Stations Must Be Unbiased

FLAT stand against station editorial policies was taken Wednesday by Mark Woods, ABC president, at a meeting of 150 Texas, Oklahoma and Kansas ABC station officials held at the Hotel Texas, Fort Worth. KGKO Fort Worth, Lonestar Chain, Texas State Network and Oklahoma Network broadcast the luncheon address.

Radio must serve the whole public instead of expressing merely the opinion of the station licensee, he said. He reviewed the similarity between newspapers and stations but pointed to the chief difference—limited spectrum of radio that makes licensing necessary and the air the property of the people—as a barrier to a station editorial policy.

"Radio can best remain free and live up to its tremendous capability of serving the public by always presenting both sides of every controversial issue," he said.

Harold V. Hough, KGKO director and chairman of the ABC affiliates 5th District, introduced Mr. Woods. Other speakers included Amon Carter, president of KGKO, and J. B. O'Hara, chairman of the board, Dr. Pepper Co. Accompanying Mr. Woods to Fort Worth were John Norton, ABC station relations vice president, and Ivor Kenway, ABC director of advertising.

CBS to Get Award

COLUMBIA Broadcasting System will receive the National Safety Council's Award of Honor for Distinguished Service to Safety during a special repeat broadcast of *Before Their Time* (10-10:30 p. m., EST), April 15, Dan Thompson, the council's radio director, announced last week. *Before Their Time* was first presented on CBS Jan. 7, and nationwide interest prompted the network to do a repeat performance, Mr. Thompson said.

Coming
to
WARNER BROS.
KFWB

REACTION SLIGHT

Chicago Unperturbed by White Report on American Radio

RELEASE March 31 of Freedom of Press Commission's report on American radio apparently made slight impression on broadcasters in Chicago, home of the Commission.

A poll of network and station broadcasters found reactions to report based only on trade paper and newspaper accounts of proposals made by Llewelyn White. While many station managers expressed their intent to read the report none had actually purchased the book.

Chief reaction was that members of the Commission itself lacked practical broadcasting experience to qualify as diagnosticians.

S-C's 1946 NET PROFIT IS LISTED AS $802,910

STROMBERG-CARLSON Co. showed a 1946 net profit, after deduction of reconversion expenses and taxes, of $802,910 on net sales of $21,513,486, according to the annual report issued last week by President Ray H. Manson and Secretary Edwin C. Roworth.

After deduction for preferred dividends, the company paid $2.57 a share on common stock, as compared to $2.51 in 1945 on $708,962 net profit. Stockholders totaled 3,674, of which 500 held both common and preferred, 2455 common only and 719 preferred only.

Three times as many receiving sets were turned out in 1946 as in any previous year, according to the report, and the company produced some 17% of all FM sets made by the industry and over 20% of the console, floor type, FM-AM radio receivers. Radio continued to be the principal product, comprising 56% of the total, telephone equipment came to 37% and sound equipment 7%.

Broadcasting activities, through WHAM and WHFM Rochester, showed a satisfactory profit during 1946, the report stated.

Plans are proceeding for construction of Rochester Radio City, and the center of broadcast operations may be transferred from its current downtown headquarters in the Sheraton Hotel to the new center before the end of 1947. The center, which will accommodate a studio audience of 400, will be equipped with television facilities as soon as programs become available.

Allen Hiatus Set

STANDARD BRANDS Inc., New York, sponsor of the *Fred Allen Show* on NBC, Sundays 8:30-9 p. m. will take a 13-week hiatus beginning the last week in June. NBC sustaining program will replace for summer months. Agency is J. Walter Thompson Co., New York.

Program Details for CCNY Conference On Radio and Business Are Announced

WITH THE OVERALL theme of "Radio and Its Public," the third annual Conference on Radio and Business of the City College of New York will be held April 22-23 at the CCNY School of Business, according to Dr. Robert A. Love, director of the conference.

Opening session, Tuesday evening at 8 p. m., titled "The Listeners Speak to Radio," will give the listening public a chance to speak up to those who control their radio fare. Twenty of the most challenging questions about radio will be answered by that number of top broadcasting executives, advertising agency officials and individual radio stars, Dr. Love announced.

Carl Byoir, chairman, Carl Byoir & Assoc., will preside at the Wednesday afternoon session, "Whither Radio and Its Public," dealing with plans for the future of American broadcasting. Mark Woods, ABC president, will speak for the networks; Thomas D'Arcy Brophy, president, Kenyon & Eckhardt, for the advertising agencies, and James D. Shouse, president of Crosley Broadcasting Corp., for the individual broadcasting stations.

At the closing session Wednesday evening, CCNY President Harry Noble Wright will head a group of college officials in presenting to the winners the plaques, awards and honorable mention certificates for the outstanding program and promotion achievements of the past year [BROADCASTING, March 31]. A. D. Willard Jr., NAB executive vice president, will preside at this session.

RECORDING FIRMS TRADE PRACTICES UNDER STUDY

A SENATE Judiciary subcommittee investigating monopolies began hearings last Saturday on charges that recording companies are acting in restraint of trade in the supplying of recordings to retail outlets.

Scheduled to testify for the industry were: Edward Wallerstein, Columbia Recording Corp.; J. W. Murray, RCA Victor; Jack Kapp, Decca; and Leopold Friedman, the newly organized MGM Records.

Hearings for complainants have not yet been set, but subcommittee Chairman Sen. William Langer (R-N. D.) told BROADCASTING he had received numerous protests from veterans and small businessmen "who have been oppressed by the monopolistic practices of the big record companies." He would not elaborate on what he considered these practices to be.

HELEN A. CORNELIUS, formerly with NAB on Joske's retail clinic, has resigned as director of the special activities division of United Service to China.

"IBCing you" . . . in INDIANAPOLIS

They all want more of the "Dixie Four"

Four musical missionaries from south of the Maxon-Dixon have had no trouble converting folks up here on the banks of the Wabash to the songs of the Suwanee. They're the "Dixie Four"—now the singing salesmen of the Sam Harris Packing Company of Indianapolis and Crawfordsville (12:30 to 12:45, Monday through Friday)—and high up on the towering live talent totem pole at WIBC. They are also heard (and available) from 6:45 to 7 each week day morning and from 9:30 to 9:45 a.m. on Sundays. Even then, Hoosier "Dixie Four" fans keep shouting for more. To date, they've made personal appearances in 34 Indiana counties. For the full facts on these masters of close harmony, see your John Blair Man now.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC
1070 KC
5000 WATTS
BASIC MUTUAL

The INDIANAPOLIS NEWS Station

We
Have
TIME
Buyers
Quarreling

MEMPHIS

No Foolin'—
who wouldn't like to have his spot at a 6.5 Hooperated time? We have a few left that are real dillies. Get the facts today.

CALL W. H. BEECUE

RAMBEAU
New York • Chicago • Hollywood

Hon. Chet Slaybaugh
Morse International, Inc.
New York City
Dear Chet:

It's letters like the following that make me glad I'm working for WCHS . . . ". . . I want to commend WCHS and express my humble appreciation for locating my two little boys . . . The lady who found our two boys recognized them from their description over WCHS . . . To the radio broadcast all credit is due, and I shall always be thankful to you . . ."

Yrs.
Algy

WCHS
Charleston, W. Va.

Rochester

(Continued from page 15)

reputation of radio both as an informative and as an advertising medium."

WHAM, 50 kw network station, adopted an all-out policy of cooperation when the newspapers suspended publication, with stores given priority on all available time. Under this protective plan, retailers were given preference on time for which the station had offers from national advertisers, despite the fact that it was originally expected that the strike would last a few days at the most.

Just before the strike WHAM had added a new news program. It had in its hands a long-term contract from a national advertiser, but the time was turned over to a retail store for the duration of the strike.

Many WHAM programs that had been sustainers for a long time were opened to sponsorship for the strike period, the station feeling the high percentage of time sold was justified only by the emergency. Virtually no new programs were built for advertisers, who geared their messages to existing programs as a normal station schedule was maintained.

Sell-out

Countless examples of successful use of broadcasting by Rochester stores developed during the strike. To cite one instance, a department store, using two brief WHAM announcements and no other promotion, reported the arrival of 5,000 high-priced men's shirts to retail at $5. Every shirt was sold in less than two days.

In reviewing results of the newspaper strike, WHAM found that the only retailers who fell behind in sales during the three-month period were smaller shops that didn't see the need of buying radio time.

WRNY, new Rochester station managed by Lester W. Lindow, took the air Jan. 29 just about a week before newspapers resumed publication. Not knowing how long the strike would last, the station planned its opening schedules to meet the community's emergency needs.

WRNY found that the public missed newspaper death notices most, rather than comic strips as many had anticipated. Though Rochester is a large city, it isn't so large as to lose personal interest in the community. The death-notice feature, 10 minutes in mid-morning, is still retained. The station found a need for notices of meetings and community events. These were covered in a social register series, which has also been retained.

When the station took the air it felt the strike would be settled soon and it did not try to sell emergency strike advertising to retailers. Like the other Rochester stations, WRNY feels the strike demonstrated radio's sales ability to retailers by producing sales.

When the strike was declared the WSAY staff was alerted. Agencies were contacted and the staff worked through the entire night setting up schedules for clients who regularly used newspapers. Daily schedules included 22 news broadcasts, including an obituary column and many noncommercial features.

The staff worked Sundays and holidays from 8 a. m. to 2 a. m., serving many new radio clients who are the source of new and lasting station business. One letter, typical of those received from advertising agencies and clients, said: "This period was a supreme challenge to radio and Rochester met that challenge."

AMERICA'S SWEETHEART, Kate Smith, completes negotiations for Sweetheart Soap (Manhattan Soap Co.) to be her first cooperative sponsor when *Kate Smith Speaks* program moves to Mutual in June. WOR New York, MBS key, was first station to sell her show on cooperative basis. Regina Schuebel, radio director of Duane Jones Co. is at left of table with Miss Smith. Male gallery includes (l to r): Joe Scheidler, Duane Jones account executive; Arch Tarr, Manhattan Soap Co. advertising manager; and Ted Collins, Miss Smith's manager.

Radio Group Named

CANADIAN Parliament has appointed a radio committee of 25 members, including 15 Liberals, six Progressive Conservatives, three Socialists and one Social Credit Party member. Ralph Maybank, last year's chairman, is slated for reelection.

INVENT TURNTABLE

Hartley and Holt of WOV Are Granted Patent

ARNOLD B. HARTLEY, WOV New York program director and Hillis W. Holt, WOV manager of technical operations, received a U. S. Patent No. 2316583 issued to them on their mutual invention, the Hartley-Holt automatic turntable.

The purpose of the device, invented during the war, is to permit the playing of either 78 rpm or 33⅓ rpm records without the necessity of changing turntable speed.

The turntable consists of a 12-inch inner table rotating at 78 rpm, surrounded by a two-inch outer ring, slightly raised above the inner table and rotating at 33⅓ rpm. More than 95 percent of all existing discs can thus be played without manipulation of any kind to set or change of speed.

Production, to date, has been on a custom basis, with the first models turned out for WOV and KDKA Pittsburgh.

Serving California's
TWO GREAT MARKETS
KYA ★ KLAC
SAN FRANCISCO LOS ANGELES

Represented by
ADAM J. YOUNG JR., INC.
NEW YORK • CHICAGO

FMA's Region 1 Meeting Slated For Albany, N. Y., on April 14

FIRST meeting of FM stations since organization of FMA last January, to be held April 14 when Region 1 (New England, New York, New Jersey, Pennsylvania) assembles at the Ten Eyck Hotel, Albany, N. Y., will present leading FM figures who will discuss problems facing this segment of the broadcasting industry. Advance registration a fortnight prior to the meeting included over 50 FM station operators, as well as other industry figures.

An all-day program has been lined up by Leonard L. Asch, WBCA Schenectady, temporary chairman of the region. Mr. Asch will preside at the opening session at 10 a.m. Response will be given by Roy Hofheinz, KOPY-FM Houston, FMA president, who will review aims and objectives of the association.

The new General Electric Co. technicolor film, "Naturally It's FM" will be shown. Morning speakers include Prof. Edwin H. Armstrong discussing "Development and Future of FM"; H. C. Bonfig, vice president of Zenith Radio Corp., Chicago, speaking on the set outlook, and W. R. David, general sales manager of broadcast equipment, General Electric Co., discussing the transmitter situation.

A panel on FM will include Jack Gould, radio editor, New York *Times;* Carlos Franco, Young & Rubicam; William A. Riple, WTRY Troy, N. Y., along with a retailer and listener.

At the luncheon meeting President Hofheinz will preside. Speakers also include Leonard H. Marks, FMA general counsel, and Bill Bailey, executive director. Everett L. Dillard, WASH Washington and KOZY Kansas City, will speak on FM networking. A facsimile panel will include John V. L. Hogan, Radio Inventions Inc.; A. J. Eaves, Finch Telecommunications Inc., and R. E. Mathes, also of Finch. A major network executive is to give an address and a programming panel will include Elliott Sanger, WQXQ New York; Morris Novik, radio consultant; Raymond F. Kohn, WFMZ Allentown, Pa.; Fritz S. Updike, Rome Sentinel Co., Rome, N. Y.

Election of officers will wind up the program.

Advance registration includes:

Andrew, John, Director of Sales Promotion, Associated Program Service, N. Y.; Barrett, Ellis, WPTL, Providence, R. I.; Belle Isle, A. G., WSRY-FM, Syracuse, N. Y.; Bligh, Walter, WNDR, Syracuse, N. Y.; Boddy, Clayton, WLOB-FM Claremont, N. H.; Buisch, Louis G., WWHG, Hornell, N. Y.; Chain, Sol, WBIB, New Haven, Conn.; Codel, Edward, FM Business, New York; Corsón, Peter, WKWC, Lockport, N. Y.; Freed, Arthur, Freed Radio Corp., New York; Gamble, E. R., WBTA, Batavia, N. Y.; Gerstin, Stanley, FM Business, New York; Glenn, Norman R., Sponsor, New York; Griswold, Walter, WIBX-FM Utica, N. Y.; Gunther, Frank A., Radio Engineering Labs., Long Island City, N. Y.; Haigis, Jr., John W. WHAI-FM, Greenfield, Mass.; Hardman, James A., WMFM, North Adams, Mass.; Hardman, Robert, WMFM, North Adams, Mass.; Hayes, Arthur Hull, WCBS-FM New York City; Hirschmann, Alvin, WABF, New York City; Hodel, E. J. WCFC, Beckley, West Virginia; Horne, Josh L., WCEC-FM, Rocky Mount, North Carolina; Howe, James L., WCTC, New Brunswick, New Jersey; Kelly, George B., WRNY-FM, Rochester, N. Y., Keesee, Frederick L., WMBO, Auburn, N. Y.; Keyworth, James Gordon, WMFM, North Adams, Mass.; Kimble, L. D., WKNP, Corning, N. Y.; Kohn, Raymond F., WFMZ, Allentown, Pa.; Lahr, Melvin, WSAR, Fall River, Mass.; Lindow, Lester W., WRNY & WRNY-FM, Rochester, N. Y.; Lindquist, Lansing B., WSYR-FM, Syracuse, N. Y.; Lodge, William B., WCBS-FM, New York City; Macy, W. K. Jr., WFSS, Coram, N. Y.; Meyer, Felix, WFIL-FM, Philadelphia, Pa.; Moore, Robert E. L., Transradio Press Service, New York City; Nichols, Horace W., WHAI, WHAI-FM, Greenfield, Mass.; Podolsky, Leon, WBRK, Pittsfield, Mass.; Rice, Carl, WHWL, Sunbury, Pa.; Seitz, Frank A., WFAS, WFAS-FM, White Plains, N. Y.; Shriver, E. C., Altec Lansing Corp., New York City; Taylor, S. P., Western Electric Co. Inc., New York City; Tighe, Thomas B., WJLK, Asbury Park, New Jersey; Tighe, Mrs. Thomas B., WJLK, Asbury Park, New Jersey; Twamley, Edgar H., WWDX-FM, Passaic, New Jersey; Valerius, Walter, WKNP, Corning, N. Y.; Wilds, Charles M., Ruthrauff & Ryan Inc., New York City; Warner, M. J., WCEC & WCEC-FM, Rocky Mount, North Carolina; Waterbury, E. M., WOPT-FM, Oswego, N. Y.; Wood, Francis Carter Jr., WFMO, Jersey City, New Jersey; Wood, Helen, WIBX, Utica, N. Y.

Agenda for FMA Region 1 Meeting

Leonard L. Asch, Temporary Chairman, Presiding.
Address of Welcome.
Response and Aims and Objectives of FMA—Roy Hofheinz, President, FMA.
Premiere of General Electric technicolor film, "Naturally It's FM."
Reception of special NBC Symphony program from WGFM, Schenectady.
Address, "Development and Future of FM" .... Prof. Edwin H. Armstrong, Inventor of FM.
Address, "The FM Set Outlook" .. H. C. Bonfig, vice president, Zenith Radio Corp., Chicago.
Address, "The FM Transmitter Outlook" .... W. R. David, general sales manager Broadcast Equipment, General Electric Co.
Panel on FM . . . . .
  "A Radio Editor Looks at FM" .. Jack Gould, Radio Editor, New York Times.
  "The Advertising Agency Looks at FM" .. Carlos Franco, Young & Rubicam, New York.
  "A Dealer Looks at FM" .. Schenectady retailer.
  "An AM Operator Looks at FM"—William A. Riple, general manager, WTRY Troy, N. Y.
  "A Listener Looks at FM" .. A Schenectady, N. Y. Housewife.
LUNCHEON—Speakers to include Roy Hofheinz, President of FMA, Leonard H. Marks, FMA General Counsel, Bill Bailey FMA Executive Director.
Address, "Potentialities of an FM Network."—Everett L. Dillard President, Commercial Radio Equipment Co., licensee of WASH, Washington and KOZY, Kansas City.
Panel on Facsimile—John V. L. Hogan, President, Radio Inventions, Inc.; A. J. Eaves, Vice President, Finch Telecommunications, Inc.; R. E. Mathes, Chief Engineer, Finch Telecommunications, Inc.
Address, "A Network Looks at FM"—Major Network executive.
Panel on FM Programming—Elliott Sanger, WQXQ, New York; Morris Novik, Radio consultant; Raymond F. Kohn, WFMZ Allentown, Pa.; Fritz S. Updike, Rome Sentinel Co., Rome, N. Y.
Election of Officers.

Head Veterans

NEWLY-ELECTED commanders of the American Legion and VFW posts at Fort Pierce, Fla., are both members of the staff of WIRA, whose personnel is composed almost entirely of World War II veterans. James Halbe, of WIRA's news staff, has been elected head of the Fort Pierce VFW post, while Tom Watson Jr., the station's commercial manager, has been named commander of the Legion post.

Co-op Sales Up

A TOTAL of 727 current program sales of Mutual co-op programs by affiliates as compared with 513 a year ago, was announced last week by B. J. Hauser, director of MBS co-ops. This figure did not include sales on the *Meet the Press* program which became a co-op April 4 and did not include the more than 160 stations which have either sold or have options on the new Kate Smith five-a-week co-op program.

CALIFORNIA
KOCS
ONTARIO

The "Magic of a New Market

More than 200,000 Southern Californians now have their own "Local" radio station for the first time.

KOCS AM+FM
TRACY MOORE, REPRESENTATIVE

The Voice of Pomona Valley

A BALANCED MARKET

BEAUMONT TEXAS
KFDM
560 KC.
1000 WATTS

PERMANENT DIVERSIFIED INDUSTRIES make KFDM's market a WELL BALANCED MARKET . . . covering THREE important Gulf Coast Cities . . . Beaumont, Port Arthur, and Orange! KFDM penetrates these THREE KEY CITIES!

REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

KFMB sells SAN DIEGO

Leading local advertisers use KFMB to reach San Diego's important metropolitan market. YOU can trust the preference of these on-the-scene time buyers to know that in San Diego you need KFMB.

KFMB*
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Assignment of FM Channels Is Curbed

No Further Grants on 297, 298, 299 and 300 Until July 1

NO FURTHER assignments will be made on FM Channels 297, 298, 299 and 300—class A channels—until next July 1 under provisions of a final order adopted last Thursday by FCC (with Comr. E. K. Jett dissenting). The order, which FCC says will affect only future applications for the areas of Chicago, New York City, Boston and Los Angeles [BROADCASTING, Jan. 27], made final a proposed ruling issued by the Commission on Jan. 16.

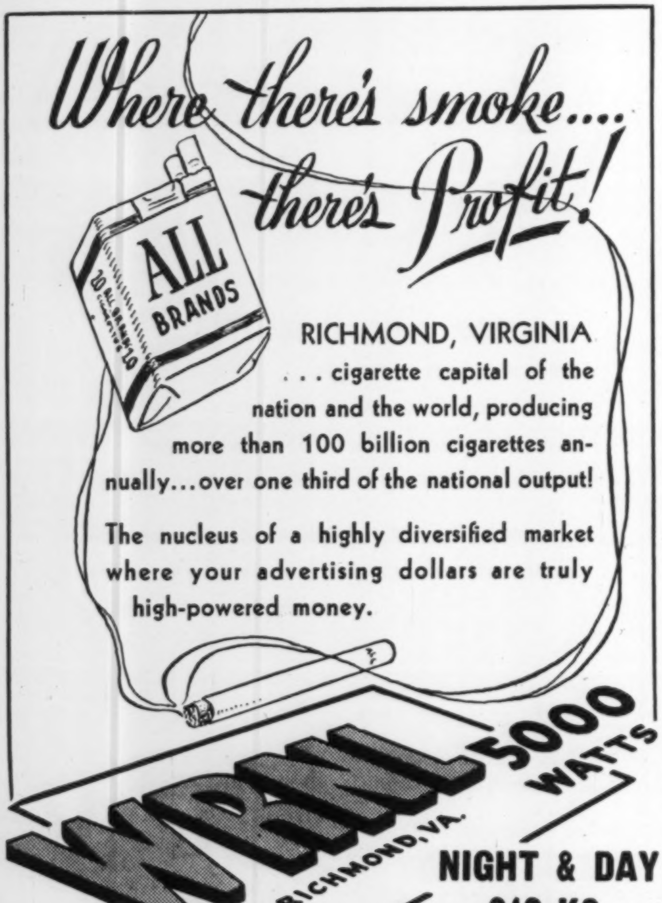
The action, patterned somewhat after the FCC's Class B channel reservation plan, was taken in an effort to avoid a situation in which some communities in thickly populated areas where Class A FM channel demands are heavy might have to go without Class A service, FCC explained.

At the time of its proposed ruling Jan. 16 FCC announced that it would accept objections to the Class A reservation proposal in writing up to Jan. 31, and then, if comments warranted it, would order oral arguments. No objections were received, FCC spokesmen said.

FCC has indicated that it will consider at a later date a juggling of existing Class A assignments in congested areas. Any such juggling would be based on a study to be made after July 1, when the Commission begins to pass upon applications which, because of the reservation plan, could not be granted before then.

Radio Smacked

RADIO took a beating in the daily "Street Interviews" question box in the March 27 issue of the *Logansport* (Ind.) *Press.* Question for the day was "What Modern Convenience Could You Most Easily Do Without?" Four of the six persons interviewed said they could get along without radio, and one of the four, a drill press operator, made the comment that "Mankind would benefit if all radios were exterminated." Logansport, incidentally, has no local radio station. Pending before the FCC and designated for hearing is an application from Logansport Broadcasting Corp. for 1230 kc, 250 w fulltime, in the Indiana city. Firm is headed by John C. Cotner, associated with Tec Engineering Corp.



RICHMOND, VIRGINIA
. . . cigarette capital of the nation and the world, producing more than 100 billion cigarettes annually... over one third of the national output!

The nucleus of a highly diversified market where your advertising dollars are truly high-powered money.

NIGHT & DAY
910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

Gen. Akin Becomes Chief Signal Officer of Army

MAJ. GEN. SPENCER B. AKIN was sworn in as Chief Signal Officer of the Army last Tuesday, succeeding Maj. Gen. H. C. Ingles, retired. General Ingles had been chief signal officer since July 1943.

A VMI graduate, General Akin went to the Philippines in 1941 and became signal officer of the U. S. Forces in the Far East. In March 1942 he accompanied General MacArthur to Australia. He was chief signal officer with General MacArthur throughout subsequent Philippine campaigns and during the Southwest Pacific operations against Japan and during the occupation.

The War Dept. also announced last week the designation of Brig. Gen. W. O. Reeder as Deputy Chief Signal Officer. General Reeder has been acting Assistant Chief Signal Officer since Aug. 15, 1946. Col. Marion VanVoorst was named executive, Office of the Chief Signal Officer and Chief of the Administrative Office.

Alber, Dahlman Merge

DAVID O. ALBER, head of his own public relations firm in New York, and Louis J. Dahlman, producer of network shows, have formed a company to be known as Alber-Dahlman Television Productions, with offices at 654 Madison Avenue, N. Y. First of the new television series to be produced by the new firm will be "Television Talent Hunt," which premieres on WABD New York, Du Mont television station, on May 1.

KENTUCKY RADIO GROUP FAVORS STANDARD TIME

SUPPORT for legislation specifying standard time in interstate commerce was voted by Kentucky Broadcasters Assn. at its semi-annual meeting March 28-29 in Louisville. Principal speakers at the meeting were Robert T. Mason, WMRN Marion, O., and Bill Bailey, FM Assn. executive director [BROADCASTING, March 31].

A number of new members attended the session, including Francke Fox, WHLN Harlan; Wing Campbell, WCTT Corbin; Russell Pirkey WKAY Glasgow; Ed Paxton, and Dan Livingston, WKYB Paducah; John Betts, WKYO Marysville.

Mr. Mason called radio "the most ethical medium of expression," adding that most criticism against radio stems from its competitor, the press, which while complaining against plug-ugly radio commercials, still prints liquor ads, pictures of intestinal tracts and trusses next to reader articles.

"Accusations that radio kid serials are contributing to juvenile delinquency would be funny if they were not so serious," he said, reminding that many of the popular radio characters are based on newspaper strips. "In many communities," he continued, "the radio station manager occupies the same position that the newspaper editor did a generation ago. You are entrusted with a vital part of mankind's most basic freedom—the right to knowledge."

TWO ABC sustainers, "Court of Missing Heirs" and "Willie Piper," switched time periods April 2 and 6. "Court of Missing Heirs," formerly heard Sun. 7-7:30 p.m., moved April 2 to Wed. 8:30-9 p.m. spot previously occupied by "Willie Piper." Latter moved to Sun. 7-7:30 p. m. spot April 6.

Hollywood Will Be Video Production Center, NBC President Trammell Says

NILES TRAMMELL, president of NBC, predicts that Hollywood will be the center of television production "if the costs don't run us out."

Mr. Trammell spoke at a meeting on April 1 of NBC's western affiliates, one of five such conclaves held across the nation. In addition to the financial considerations, he pointed out that in the past jurisdictional labor questions have been a factor to be reckoned with in Hollywood production.

Mr. Trammell said that Southern California will have television early in 1948. He disclosed that a lease already has been signed for a video station site on Mt. Wilson, overlooking Pasadena.

Elaborating on the high cost of Hollywood production, NBC's vice president in charge of television, John Royal, declared that "every phase of labor is higher here than in any other city in the United States." Asked about NBC's plans for color video, Mr. Royal said that color experiments on a 6 ft. by 8 ft. television screen will be launched in Philadelphia on April 12 by RCA's electronic research department.

He added that screens of the same size for black and white reception probably will be available in a few months.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

WCKY Sues IBEW Local Over Strike

Cincinnati Station Asserts Union Failed to Give 30-Day Notice

WCKY filed suit in U. S. District Court at Cincinnati March 31 asking $25,000 from the International Brotherhood of Electrical Workers Cincinnati local for the strike which silenced the station for 19 hours on the week-end of March 29-30.

The suit charges the union "acted without giving strike notice" in violation of the Smith-Connally Act requiring 30 days' notice.

WCKY charges, specifically, that "the defendants and each of them wilfully failed and refused to give notice of such labor dispute and statement of the issues giving rise thereto to the Secretary of Labor, the National Labor Relations Board, or either of them."

The union took WCKY off of the air at 1 p. m. March 29 by refusing to continue the technical operation of the station. American Federation of Radio Artists personnel of WCKY, although not involved in the strike, declined to cross IBEW picket lines.

Back on Air

WCKY went back on the air March 30 at 8 a. m., with supervisory employes manning the transmitter, control room and the air departments.

WCKY's chief engineer, Charles Topmiller, has been operating the transmitter singlehanded from 8 a.m. to midnight daily. His assistant, Arthur Gillette, ran the control room himself for the first two days of the strike and was relieved periodically by the Traffic Manager, Jeannette Fuller Heinze, who also went on the air. Kenneth W. Church, executive vice president, doubled as announcer in addition to handling the labor negotiations. Sara Jane Petty, Mr. Church's assistant, turned disc emcee, announcer and woman's program director.

TRANSMITTER ROOM BREAKFAST was the order of the day for Chief Engineer Charles Topmiller as the IBEW strike depleted the staff of WCKY Cincinnati. Singlehanded he worked an 8 a. m. to midnight shift at the station transmitter averaging five hours sleep a night, and prompting Mrs. Topmiller and daughter Diane to bring meals to him.

Working conditions and wages had been agreed upon by the union and management during a series of contract negotiation meetings, the WCKY management reports. Both sides were working on the language of a contract clause which would extend to WCKY the "past performance" policies between the IBEW local and Cincinnati radio stations relative to continuing work by the union in the event of possible labor disputes or walkouts by other organized or unorganized personnel of WCKY.

The negotiations on this clause were to have been resumed Friday, April 4, according to agreement between the president of the Cincinnati IBEW local and the station negotiators.

"Home, Sweet Home"—

and there are 67,194

radio homes in

WRRF's *territory**

*WRRF's territory has a population of more than 600,000 persons.

NOW 5000 WATTS

In Eastern North Carolina the regional station is WRRF. This rich area is one of the most fertile agricultural belts in the nation and is the heart of the Bright Leaf Tobacco Belt. Last year's tobacco crop in Eastern North Carolina sold for $175,000,000.00.

930 KC - 5000 Watts

WRRF

Washington, N. C.

ABC Network

●

Tar Heel Broadcasting System, Inc.

●

Natl. Representatives

Forjoe & Co., New York, Chicago, Los Angeles

McCarthy to FC&B

JOHN J. McCARTHY, former vice president and member of the board of directors of McCann-Erickson, New York, joins Foote, Cone & Belding, New York, as a vice president and member of the plans board effective April 15.

During his 20-year association with McCann-Erickson, Mr. McCarthy was copywriter, account executive and group supervisor on such accounts as beverages, food, drugs, jewelry, men's wear and publishing.

Ayer Options 'King'

N. W. AYER, Philadelphia, has taken options on behalf of all of its clients on a combined radio and television "package" featuring "King of the Royal Mounted." The transaction involved Ayer and Telecomics Inc.

To Boost Power

CHSJ Saint John, N. B., has increased power to 5 kw day and 1 kw night on 1150 kc. and CJLS Yarmouth, N. S., has increased power to 250 w on 1340 kc. according to Radio Branch, Dept. of Transport, Ottawa.

Interest Charge

REDISTRIBUTION of ownership interest of Southeastern Ohio Broadcasting System, proposed purchaser of WHIZ Zanesville, Ohio, from Fort Industry Co. [BROADCASTING, Feb. 3], is sought in an amendment to the sale application filed last week with FCC. Southeastern has been equally owned by H. C. and Orville B. Litstick of the *Zanesville Time-Signal* and Ernest B. Graham, attorney and businessman. New common stock division involves 200 shares (20%) held by each of five individuals. These are: Messrs. Littick and Graham, Arthur S. Littick and Clarence A. Graham. E. B. Graham now holds 100% (1,000 shares) of the class A preferred stock while the three Litticks equally own all of the class B preferred (1,000 shares). The WHIZ sale involves $272,500. WHIZ is assigned 250 w fulltime on 1240 kc.

WRC Survey Talk

SIXTY representatives of 19 advertising agencies last Wednesday were guests of WRC Washington at a luncheon where James Seiler, station research director, explained the results of a WRC survey on D. C. listening habits. Group later inspected the new NBC television studios and tower now under construction at the Wardman Park Hotel.

MEMBERS OPPOSING 2% DISCOUNT, NAB REPORTS

ALL LETTERS received by the NAB from member stations are opposed to the AAAA proposal that broadcasters adopt the 2% cash discount, according to Frank E. Pellegrin, NAB Director of Broadcast Advertising. NAB is on record against the plan through policy established by the Board of Directors.

The board's position was supported at the January meeting of the NAB Sales Managers Executive Committee, which heard a presentation by AAAA of arguments on behalf of the discount.

NAB member stations base opposition to the discount on these arguments: It would increase costs; would force a rate increase; local advertisers would demand it; subject is an agency-client problem; prompt payment is expected when service is rendered; credit is not a major problem; discount is not a substitute for credit rating; it is not applicable to radio; agency demands for promotional gratuities and merchandising helps are increasing; the discount is impossible to enforce.

AAAA recently announced that first reactions from stations on its 2% discount plan were "very encouraging" [BROADCASTING, March 31].

Now serving

Phoenix and Glendale,

Arizona

24 hours a day

★

1340 KILOCYCLES

KRUX

250 WATTS

Radio Arizona

Owned and Operated by 'Gene Burke Brophy

OFFICES AT 615 NORTH CENTRAL AVENUE, PHOENIX, ARIZONA

Represented by Rambeau

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO

★1922
★1923
★1924
★1925
★1926
★1927
★1928
★1929
★1930
★1931
★1932
★1933
★1934
★1935
★1936
★1937
★1938
★1939
★1940
★1941
★1942
★1943
★1944
★1945
★1946
★1947

25 Years

doing a progressively better job
. . . for Listeners
. . . for Advertisers

KLZ
DENVER
The West's First Station

ASK THE KATZ AGENCY

The Winning Time
is the Time You Buy on

WINR

BINGHAMTON, N. Y.
•
N.B.C. in the Triple Cities

HEADLEY-REED
National Representatives

Probe

(Continued from page 13)

a select committe, Rep. Brown will head it.

House Minority Leader Sam Rayburn (D-Tex.) indicated he will lead opposition to any select committee proposal. He told BROADCASTING the Commerce Committee is the "rightful and logical" group to handle all communications matters. He added, "I think that if there is to be an investigation of the FCC it should be handled by a subcommittee of the Commerce Committee, which not only has jurisdiction over such matters, but also has the experienced membership to conduct a radio inquiry."

He pointed out that five of the committee members, including Chairman Wolverton, took part in the passage of the Communications Act of 1934. Others include: Clarence F. Lea (D-Calif.); Robert Crosser (D-Ohio); Alfred L. Bulwinkle (D-N. C.); and Virgil Chapman (D-Ky.).

Rep. Lea, former chairman of the old select committee, is not enthusiastic about another FCC probe, whether it be by select or standing committee. He declared that the original investigation had caused much bitterness without accomplishing anything and that a new inquiry might be "a long-drawn-out affair which would interfere with the FCC's proper conduct of its business." Another minority committee member and former select committee member Rep. Percy Priest (D-Tenn.) indicated he thought the Commerce Committee has too many items on its calendar now to permit detailed hearings.

May Go To Subcommittee

Chairman Wolverton said it was too early to say how the committee would conduct its investigation but he thought it would start with the full committee. It was learned, however, that he is planning soon to assign subcommittees to various projects, including radio.

Rep. Evan Howell (R-Ill.) has asked for and will probably receive chairmanship of the radio subcommittee. Others interested in sitting on this subcommittee include Joseph P. O'Hara(R-Minn.) and Harris Ellsworth (R-Ore.).

The manner in which subcommittees are named will provide some guide as to how deep their investigations will go. If a "radio subcommittee' is specifically designated, that committee presumably will be committed to a long examination of its subject. If, however, subcommittees are named by number and not by function the indication will be that assignments will be distributed for quickest possible action, with no one committee specializing narrowly on subjects.

Another indication of the scope of the proposed hearing will come when funds are requested. Thus far no figure has been mentioned, nor has there been discussion of a special staff of experts. The Committee is currently working with four professional and six clerical assistants, and the part-time help of Assistant Legislative Counsel Allen H. Perly.

Mr. Wolverton also revealed that he is seriously considering requesting transfer of the State Dept.'s International Broadcasting Foundation proposal from the Foreign Affairs Committee to which it was earlier referred. Committee jurisdiction is usually jealously guarded but in this case precedent had already been established by referral of the proposal on the Senate side to Sen. Wallace H. White's Interstate & Foreign Commerce Committee. Parliamentary mix-up was occasioned by the dual nature of the proposal [BROADCASTING, March 31] but Senate president pro-tem, Arthur H. Vandenberg (R-Mich.), had ruled that the proposal's radio features outweighed its foreign policy aspects. The Senate definition of jurisdiction was cited by Rep. Wolverton as justification for his contemplated request. House Foreign Affairs Committee sources declared the request will probably be honored by Chairman Charles A. Eaton (R-N. J.).

Meanwhile, Sen. White disclosed that he has finished the first draft of his new radio bill, expected to either be a thorough revision or a substitute for the Communications Act. He told BROADCASTING that the proposed House investigation "does not necessarily affect" his own legislation, expected to be introduced within a couple of weeks [BROADCASTING, March 24].

BARLOW WILL HANDLE PUBLICITY OF FM ASSN.

WILLIAM L. BARLOW, long active in broadcasting and recently publicity chief of WINS New York, today (April 7) joins FM Assn. as director of publicity under Bill Bailey, executive director. He has been vacationing in Florida since leaving WINS due to ill health. At FMA he will coordinate the promotion campaign and handle news contacts.

Mr. Barlow

A native of Shelbyville, Ind., Mr. Barlow worked on United Press and newspapers in Ohio. He joined Kroger Grocery & Baking Co., Cincinnati, in 1932 as public relations director, leaving in 1939 to join the publicity staff of WLW Cincinnati. In 1941 he was named WLW publicity director and was transferred to New York last summer after Crosley Broadcasting Corp. acquired WINS from Hearst Radio.

Still Lost

ADVERSE weather, which is held responsible for the disappearance March 25 of FCC Chicago Law Dept. Chief John F. Manierre while enroute in his own plane from Huntington, W. Va., to Washington, last week hindered to some extent the intensive search by Army aircraft for the Commission representative. No word of either the plane or its experienced 44-year-old pilot had been received as late as Thursday night. On March 25 at 6:33 p. m. he left Huntington in his Ercoupe for Washington National Airport. He had been sighted several times over various West Virginia towns about 9 p. m. but no further word was received.

Walker Better

COMMISSIONER Paul A. Walker of the FCC is expected to be released in about a week from the Bethesda, Md., Naval Hospital, near Washington. The Commissioner had suffered a broken blood vessel in a leg while in Oklahoma a month ago.

SERVICE

Twenty years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice *of* Kansas *in* TOPEKA

Atlantic Announces Baseball Plans

Refining Company Makes Changes in Annual Placements

ATLANTIC REFINING Co., Philadelphia, a pioneer in sports broadcasting, enters its 12th consecutive season of baseball sponsorship April 15 under direction of Joseph R. Rollins, Atlantic advertising manager.

An entirely new group of special networks is being arranged for Atlantic by Wallace Orr, vice president of N. W. Ayer & Son, Philadelphia. The station lineup, nearing completion, now includes 35 outlets with several others in the negotiation stage. Total cost of the season's schedule is believed in excess of a half-million dollars.

Atlantic will sponsor televised baseball for the first time, sharing sponsorship with Philco Corp. on Philco's video station, WPTZ Philadelphia. At least 120 games will be telecast, with Claude Haring as announcer.

In New England Atlantic is assembling a network of more than a dozen stations to supplant Yankee, which had carried the games 11 years. Yankee was unable to clear time this season and could not broadcast any night games. Atlantic will share New England sponsorship with Narragansett Brewing Co., Providence. Jim Britt and Tom Hussey are announcers. Both Boston teams will be included.

Sponsorship of the Philadelphia Athletics and Phillies on regional hookup will be shared with General Mills, whose agency is Knox Reeves, Minneapolis. Byrum Saam again will announce. Key station in the hookup is WIBG Philadelphia.

To Air Pirates' Games

A Western Pennsylvania network keyed from WWSW Pittsburgh also will be shared with General Mills. On this network Rosy Rowswell and Jack Craddock will announce the Pirates' games.

WITH Baltimore will carry games of the Orioles with Gunther Brewing Co. as co-sponsor. Bill Dyer will announce.

Sunday games will be sponsored for the first time over the Western Pensylvania and New England hookups. In the case of the former, where the major league city has only one team, games away will be recreated.

Stations in the New England hookup keyed from WHDH Boston are WNEB Worcester, WACE Chicopee, WHYN Holyoke, WBEC Pittsfield, WKNB New Britain, WNHC New Haven, WEOC Norwich, WKBR Manchester and WKXL Concord. Others may be added.

The lineup of stations out of WIBG includes WILM Wilmington, WHGB Harrisburg, WPPA Pottsville, WLAN Lancaster, WMRF Lewistown, WKOK Sunbury, WGPA Bethlehem, WHUM Reading, WCHA Chambersburg and WBPZ Lock Haven.

Stations taking games from WWSW are WKRZ Oil City, WKPA Washington, Pa., WISR Butler, WKST New Castle, WHJB Greensburg, WMBS Uniontown, WMAJ State College, WNAE Warren, WMCK McKeesport, WARD Johnstown and WJSW Altoona.

Atlantic will be feted April 21 at a dinner in Philadelphia by over 100 stations in commendation of its sports broadcasts [BROADCASTING, March 31].

CBS Co-op Show

CBS is planning a weekly half-hour entertainment show to be sponsored on a co-operative basis commencing this fall, it was learned last week by BROADCASTING. The network is in the midst of a promotional campaign designed to aid local salesmen in selling co-op shows now on the air.

FCC ASKED TO APPROVE KVAK LICENSE TRANSFER

CONSENT to assignment of license of KVAK Atchison, Kan., from S. H. Patterson to Albert Alvin Almada for $80,000 is requested in application filed last week with FCC. Transfer agreement is contingent upon Mr. Patterson's receiving grant for new regional outlet on 1440 kc, 5 kw directional, at Topeka, and change of assignment for KVAK from present 250 w fulltime on 1450 kc to 1 kw fulltime on 1470 kc.

Also owner of KSAN San Francisco, Mr. Patterson must sell KVAK if power boost and new outlet are granted, since a duopoly situation would result. Mr. Almada for 12 years has been a practicing physician and surgeon. In the application it was stated he planned to devote full time to broadcasting if the transfer were to go through. The two Patterson facilities requests are set for consolidated hearing April 21. A petition for reconsideration and grant without hearing is pending.

Mayers Co., Los Angeles, Absorbs Oxarart Agency

THE MAYERS CO. of Los Angeles has acquired the accounts, key personnel and facilities of Frank Oxarart Co., Los Angeles agency, according to an announcement last week by Henry Mayers.

Miller

(*Continued from page 16*)

him. The loudest criticism now, Judge Miller said, was that advertisers already dominated broadcasting.

"It is my thinking," he said, "that it is a happy idea that all should do constructive, collaborative thinking about this problem. I have no doubt that the extent to which we fail to find a solution will feed our critics."

The delegation of policy making to a czar, Judge Miller indicated, would deprive broadcasters of what autonomy is left them. "One of the greatest needs of broadcasting," he said, "is to restore its editorial control."

Cites Press Freedom

Centralization of power over the industry within the office of a czar would, Judge Miller indicated, hardly answer broadcasting's present need for freedom. The press, he reminded the radio club, has sternly resisted control over its behavior.

As a comparison between the freedom now enjoyed by the press and the absence of it confronting radio, Judge Miller said that an issue of the *New York Times*, "a good newspaper," would not meet specifications of the FCC. "There was advertising on every page but one," he said.

The NAB president said his intention was "to outline for you, briefly, some of the considerations which must be weighed in arriving at a proper determination of such a question (the appointment of a czar)." This approach, he feared, "will be very disappointing to those who do their thinking in terms of headlines and who would prefer to hear a violent advocacy of one proposition or the other."

Despite the degree of influence now exerted over radio by the government, Judge Miller saw the possibility that this influence would grow. "I think there is a grave danger of succumbing to hysterical demands for Government control to correct broadcasting," he said.

"I think, however, we have a sufficient capacity for leadership so we may take steps for self-discipline and continue in the American way."

PHILADELPHIA'S NO. 1 *Independent*

SPORTS! MUSIC! NEWS!

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

NEBRASKA
IOWA
EXPANDING MID-AMERICA
KANSAS
MISSOURI
KCMO is really up to something!

KCMO

KANSAS CITY 6, MISSOURI
Basic ABC for MID-AMERICA
NATIONAL REPRESENTATIVE... JOHN E. PEARSON CO.

—Classified Advertisements—

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Approximately June 1st, chief engineer for 250 watt independent FM-AM station, upstate New York, city of 25,000 population. Give education and broadcasting background, salary requirements and enclose photograph. Box 62, BROADCASTING.

Wanted—Time salesman. 15% commission drawing account. East coast. Box 63, BROADCASTING.

New 10 kw station midwest city 100,000 population wants applications for all staff positions except manager and chief engineer. Send complete details and minimum salary requirements. Box 64, BROADCASTING.

Promotion manager—5 kw network station within 200 miles of N. Y. needs experienced sales promotion and advertising man. Must have actual radio experience. Job entails sales and audience promotion, presentations, exploitations. Give complete background and salary required. Box 120, BROADCASTING.

Experienced announcers. Immediate opening at southeastern station. Start $50.00 weekly. Excellent opportunities. Send full details, disc and references. Box 122, BROADCASTING.

Top-notch announcer. Here's your opportunity. $200 monthly. Experience required. Tell all first letter with disc, snapshot, references. Box 123, BROADCASTING.

Chief engineer wanted by May 15. New 250 watt New England station in town of 30,000. Housing good. Salary open. Veteran preferred. Box 133, BROADCASTING.

Transcription salesmen wanted by National Radio Production-Transcription Co. Liberal salary plus commission. State age, radio and business experience, other pertinent data. Also, indicate area desired. Box 138, BROADCASTING.

DISC JOCKEY

Large eastern station is looking for a radio personality who knows recordings, and who has the ability to sell commercial announcements. The man we employ will be a person who relies on friendliness, dignity and clever introductions rather than a smart-alecky flipness to put his personality across. State age, experience and salary desired. Box 142, BROADCASTING.

MANAGER WANTED

All-round top drawer man **with good background for a very successful long established east coast local station in one of America's largest cities.** ***Must be*** **thoroughly experienced, reliable, and capable, knowledge of management, sales promotion and programming essential.** ***Should be available immediately. Confidence will be honored.***

Box 158, BROADCASTING.

SPORTS DIRECTOR

Top-notch play-by-play man all major sports. Employed by metropolitan station, but network commitments now limit opportunities. Personal interview can be arranged or ET of actual air work. Finest references. Box 110, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Engineer, experienced, licensed, 5 kw AM, 8.8 kw FM, state salary expected. Palmer A. Greer, WLOS, Asheville, North Carolina.

Need good steady announcer. $55.00 per week base. Must be experienced; know RCA board; disc routine; interviews. No floaters; no "tippers"; no geniuses! Send photo; transcription with news and commercials; references. Jack Rathbun, Manager, WCOA, P.O. Box 1669, Pensacola, Florida.

Punch-writer — Well-paying position open for young man or woman who can make commercial copy stand up and sell! 1,000 watt, mid-west, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales copy. Earnings above average. Send sample copy, qualifications and photo, to WFDF, Flint, Michigan.

Engineer—First class, with announcing experience. Station KOPO, Tucson, Arizona.

Two first class ticket combination operator-announcers for new station located in heart of hunting and fishing country. Housing guaranteed. Dry climate. KPRK, Livingston, Montana.

Wanted—Young, single announcer. Applications from radio school graduates welcomed. Send disc, photo, references to WCPS, Tarboro, North Carolina.

Experienced secretaries, bookkeepers, typists, etc.,—write: RRR, Personnel Service, Box 413, Philadelphia.

Wanted—First phone operator. No control room work. We are installing 10 kw FM transmitter and new studios this summer. WKPT, Kingsport, Tennessee.

Combination announcer-operator, first class license, $55.00 per week. Send audition disc. Radio Station WEPM, Box 874, Martinsburg, West. Va.

Farm editor for new station. Better than average opportunity for man who qualifies. This is a tough job, but pays well. Wm. Ware, KSWI, Council Bluffs, Iowa.

Wanted—Chief engineer, radio operators, announcers, continuity writers for staffing new 250 watt installation. Contact WAZF, Yazoo City, Miss.

Announcer with first phone $60 weekly to start. ABC affiliate. KENO, Las Vegas, Nevada.

Program director for new 500 watt daytime station. Must be experienced in both rural and urban programming. Must handle news shows. Wm. Ware, KSWI, Council Bluffs, Iowa.

Variety artists! Regional station desires —instrumental groups, comedians, male quartet (barbershop style), writers, girl trio, singers, etc. (no hillbillies). Write details to —RRR, Personnel Service, Box 413, Philadelphia.

Two combination men for new 250 net affiliate. Rush disc, recent photo, WDEX, Americus, Ga.

Combination engineer-announcer wanted by Mutual station. Must have first class phone ticket. Experience desired but not necessary. If interested contact immediately by telephone or wire giving full details. Radio Station WLAY Muscle Shoals, Alabama.

Staff announcer—A top Florida station has opening for thoroughly experienced, all-round staff announcer. This is a permanent position with future. Salary plus talent fees. Give complete background, experience and photograph first letter. Box 157, BROADCASTING.

5 kw—3 kw FM now has transmitter vacancy. Permanent position. Two of the midsouth's finest stations. Give full details including recent photo. Box 156, BROADCASTING.

WANTED — Executive secretary — administrative assistant, established NBC station—with knowledge FCC rules and forms, general office procedure, correspondence, etc. Box 131, BROADCASTING.

Situations Wanted

Tired Mr. Manager? Then let this energetic, reliable salesman shoulder some of the responsibilities. He's ready for the next kilocycle up on the dial of success. Box 24, BROADCASTING.

Writer: Experienced continuity and dramatic. Credits ranging from comedy to documentary. Excellent knowledge programming and production. Available June 1st. Box 47, BROADCASTING.

Successful 250 manager available April 15th. 12 years in radio. Chief engineer will go with me. Both capable and refined. Box 55, BROADCASTING.

Program director - announcer. Experienced in new station operation. Have programmed both independent and network operations. Available on week's notice. Will consider any locality. Box 76, BROADCASTING.

Station manager, producer-director, ex-Marine, early thirties, married with family. 12 years practical experience in station management, programming, writing, sales, CBS, ABC networks, agency production-direction. Network and agency contacts New York, Chicago and Hollywood. Wants to leave NYC to become part of and grow with smaller community. Prefer moderate climate-network or independent station. Possible purchase of interest in station if conditions and locale satisfactory. Excellent references. Salary important but secondary to opportunity for future development. Box 84, BROADCASTING.

Situation wanted; FM engineer, preferably chief. 5 years FM includes construction, operation and design. 6 years broadcast including 50 kw originally at a pioneer FM outlet, just finished installation of new FM outlet. Married, children, prefer northeast or southeast. but position prime consideration. Box 101, BROADCASTING.

Experienced program director available immediately. Married, two children. Background of 18 years includes every phase of program directing. Have been program director and manager of regional stations, metropolitan and small markets. No floater. Minimum salary $100 per week. Best references. Box 106, BROADCASTING.

Combination operator, first ticket, single, 28 years old, automobile, now employed 250 watt station, prefer announcing to engineering, available immediately. Box 107, BROADCASTING.

Manager—Twelve years in all phases of radio. Excellent references and record. Young, aggressive and successful. Box 108, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Top-flight sportscaster available; play-by-play reviews all major sports; baseball especially. Veteran, married, disc and snapshot on request. Box 111, BROADCASTING.

One-armed radio announcer! (Veteran of course). Busy as proverbial paperhanger—ad-libbing platter shows, writing, selling commercials, airing news, etc. N. Y. station experience. Background top Radio City professional schooling plus NBC training. Single. Willing to travel. Don't write—telegraph! Box 114, BROADCASTING.

DO YOU WANT A TOP NEWSMAN?

One who can build your local newscasts so that sponsors will fight for them. Then wire or write Box 113, BROADCASTING. Best references. Now employed.

Situations Wanted (Cont'd)

Announcer, veteran, age 24. Wide background in sports writing, publicity in Chicago, and public address work at sports events. Specialize in play-by-play sportscasting, news and commercials. Will travel. Disc on request. Box 109, BROADCASTING.

Engineer—Summer replacement. First class radio-telephone license, college, two years transmitter and control experience. Prefer New York State. Box 115, BROADCASTING.

Former ship radioman, single, age 46, four years broadcast transmitters 1-10 kw directional, conscientious teetotaller, transmitter only. Box 116, BROADCASTING.

Chief engineer—Seeks connection with progressive 1-5 kw station or network. Experienced AM and FM, design, construction, operation, and directional antennas. Technical college graduate. Prefer east or middlewest. Box 117, BROADCASTING.

Transmitter and studio engineer, first class phone ticket, presently employed, desires position with Florida station. Box 121, BROADCASTING.

Chief engineer—Installation experience FM-AM. All powers and network, operating and maintenance. Equipment design with manufacturer. Available immediately. Go anywhere, prefer midwest. Phone Chicago, Ardmore 7929. Box 125, BROADCASTING.

News specialist, including editing. Reliable, conscientious. Presently employed, available May. Box 126, BROADCASTING.

Commercial manager. 12 years experience with successful sales record. Can really make your station a money-maker. Veteran, married, one child. Age 35. Box 127, BROADCASTING.

Attention Southern California! Nondrinking announcer who writes good copy available in June. Know mail pull angles, experience producing musical programs, do control room work. Eleven years of midwest radio. Get complete story. Write Box 128, BROADCASTING.

Chief engineer available June 1st. Extensive experience all phases broadcast engineering including consulting. Box 129, BROADCASTING.

Experienced newspaperman with sideline experience in radio news room desires permanent, full time radio news job. Best of references, etc. Box 130, BROADCASTING.

Station owners—My 15 years in all phases of radio qualify me to fill executive post in your operation. References from industries leaders including present employers. Will prove decided asset to your commercial and other departments. Age 38. Married. Two children. Write or wire. Box 132, BROADCASTING.

Engineers, first class, with extensive modern training for commercial broadcast, FM and television. Contact R. E. Hinkel, Central Radio Schools, Inc., 17th and Wyandotte, Kansas City, Mo.

FOR SALE

ONE COMPLETE 250 WATT RADIO STATION

1 WE 310 B transmitter, complete with spare tubes and crystal for 1230 kc.
1 23 A WE console
1 Blaw-Knox self-supporting 204 ft. insulated tower
1 WE antenna coupling unit
1 WE frequency monitor
1 RCA 66 A modulation monitor
2 WE microphones
This equipment is available now at Radio Station K F X D, Nampa, Idaho.

FM licensee, AM grant pending, northern midwest, wants

PROGRAM DIRECTOR

musical experience desirable but not essential. Local programming, newspaper ownership, outstanding trade area. Write

BOX 70, BROADCASTING

Situations Wanted (Cont'd)

Announcer desires to contact employer. Object: matrimony. Have been married to present job six years. Divorce contemplated. Can take vows again latter part April. Dowry: any reasonable amount in return for fine selling voice, good appearance, versatility, youth and ambition. One year broadcasting school. Write for an audition disc and photo today. Travel anywhere. Box 134, BROADCASTING.

Announcer. Veteran, single, amiable, ambitious, hard-working. Graduate top NY announcers' school. Will travel. Box 135, BROADCASTING.

Announcer—Experienced as program director. Versatile, excellent baseball. Veteran, married. First class license. No south or west. Details and disc on request. Box 136, BROADCASTING.

Supervising engineer for station or group of stations. First class telephone-telegraph licenses. Twenty three years experience all technical phases standard broadcasting, seven years FM. Desires position southeastern United States, preferably Florida. Will furnish best of character and professional references. Salary secondary to other normal considerations. Box 139, BROADCASTING.

Announcer—10 years experience in radio. Sports and special events. 50 kw and regional network experience. Married, references, prefer south or southwest. Permanent. Audition disc on request. Box 140, BROADCASTING.

Sportscaster—Major league player is now available from RRR, Personnel Service. Box 413, Philadelphia.

Recording man experienced on Presto and similar recorders wants position and advanced training. Prefer New Mexico, Arizona, California. B. W. Powell, 3126 Chestnut, Kansas City 3, Missouri.

Announcer - Newscaster-man-on-the-street. Vet, 21. Neat appearance. Two years experience. Resonant voice, excellent diction, interpretation. Desire good spot immediately 250 mile radius Chicago. Contact Don Fisher, 430 S. Central Park Avenue, Chicago 24, Illinois, Telephone Nevada 5525.

We have men available with first class radio telephone licenses who are seeking positions with some broadcast station. Our men give satisfaction. All inquiries appreciated. Cook's Radio School, 730 S. State St., Jackson, Miss.

Versatile announcer-commercial writer. Veteran, 27. Graduate of accredited radio school. Will send disc. Go anywhere. Wesley Larson, 1607½ South Western Ave., Los Angeles 6, California.

Experienced announcer. Versatile. Good newscaster and ad lib man. Veteran, available immediately. Disc and details on request. Contact Mr. Gene Cheney, 3115 N. Lotus Avenue., Chicago 41, Ill.

Engineer, experienced transmitters, studios, recording. Make offer. Box 143, BROADCASTING.

Looking for good all-round announcer for small station? Veteran, single, some service experience. Graduate of leading Chicago school. Will consider anywhere. Prefer east or midwest. Disc and photo available. Box 144, BROADCASTING.

Announcer—Experienced, capable, dependable. Excells in news, music, special events. Wishes to associate with progressive station. Box 145, BROADCASTING.

Script writer—Graduate college and radio writing institute. Veteran. Can handle any type program writing. Desire position as writer for California station. Sample scripts; excellent references. Charles R. Jacobs, RR-1 Box 211, Mill Valley, Calif.

Midwest position desired—Extensive background in home economics and 4-H Club work enables me to write and speak on subjects of interest to rural listeners. Highest secretarial qualifications. Veteran. Age 26. Box 146, BROADCASTING.

Announcer. Veteran. Graduate accredited radio school. Handle newscasting, platter spinning. Write commercial copy. Go anywhere U. S. Hal Savery, 4575 Sepulveda, Van Nuys, California.

Writer, experienced in newspaper advertising and magazine promotion. Desires position in radio. Single, 22, college degree. Box 147, BROADCASTING.

Station manager. 17 years personnel, production, programming. Want to develop small station. Ideas, versatility, can make the most of what you've got. Excellent organizer, administrator. Locate anywhere. Top references. Veteran, married, 38. Box 151, BROADCASTING.

Situations Wanted (Cont'd)

Announcer. Recent graduate Radio City School, New York. Also, experienced, professionally trained actor and singer. Box 149, BROADCASTING.

Program director—Prefer small station that appreciates sober, reliable man. Box 148, BROADCASTING.

Wide awake veteran wants to work hard for you. Holds first class license, has experience in studio, electronic, electrical work. P.S. His wife and kids say he can't announce. Box 152, BROADCASTING.

Announcer. Experienced, veteran, good appearance, versatile. Southern California preferred. Audition disc and photo available. Box 153, BROADCASTING.

Announcer-technician—4 year 5-state experience, sportscasting, newscasting, disc jockeying, ad lib programs. 27, single. Available immediately anywhere with future. Box 154, BROADCASTING.

Announcer. School-trained plus practical experience. Desires location in Florida to improve son's health. Box 150, BROADCASTING.

Announcer—Vet, single, two years top radio and theatre school. One year experience on dramatic show. Disc, photo on request. Box 155, BROADCASTING.

For Sale

For sale, immediate delivery, in perfect operating condition. General Radio frequency monitor, type 475B and 681A deviation meter. Best offer takes both units. Box 990, BROADCASTING.

Rek-O-Kut recording equipment; two overhead cutting drives, two G1 turntables—new. Best offer takes all. Box 34, BROADCASTING.

Fifty percent interest in several western stations, network affiliated. Box 105. BROADCASTING.

Temco transmitter, 250 watts, never used, $1500. Studio console, oscilloscope, other equipment priced low. Box 124, BROADCASTING.

For sale—20% interest in basic affiliated network station located in middlewest. All replies treated strictly confidential. Box 137, BROADCASTING.

For sale—1-1 kw Western Electric model 304 A transmitter, now in use. Will be available around May 1. Radio station WFNS, Burlington, N. C.

For sale—One Wincharger 150 ft. type 101 antenna, now in use, complete with lights, anchors, guy wires, etc. Available ninety days. What's your offer. KICD, Spencer, Iowa.

For sale—Immediate delivery, all in perfect operating condition. Two Presto transcription tables complete with heads 62 A used less than a year. Gates remote conditioner single channel, good condition. A Radiotone recorder and playback with built-in radio, 78 & 33 1/3 R.P.M. portable and in good condition. Two RCA Model 70 turntables without pickups, used four years. Write, wire or call WMFF Plattsburg, New York.

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

For sale—Immediate delivery 1 kw 304-A WE transmitter with spare tubes just removed from service due to recent power increase. Price $4500. Price includes 1126 A WE limiter. Radio Station KFVD, Los Angeles.

Can ship immediately, copper wire No. 9 and No. 10. Shielded pair No. 20 and No. 22. Howard A. Shuman, 1008 South 55th Street, Omaha, Nebraska.

250 watt network affiliate earning better than 25% on purchase price of $100,000.-00. This station is running considerably ahead of 1946 in gross and net and has a splendid potential. Located in rich southwestern market, primary coverage serving more than 250,000. Blackburn-Hamilton Company, Radio Station Brokers, San Francisco—Ray V. Hamilton, 235 Montgomery St., Exbrook 5672; Washington, D. C.—James W. Blackburn, 1011 New Hampshire Ave., N.W. National 7405.

For sale—2 complete new uniform cross section guyed towers, 250 feet and 300 feet. Immediate delivery. Can furnish construction crews. Tower equipment to support FM antennas. Write or wire Skyline Tower Company, 5655 S. Mozart St., Chicago, Ill. Phone Republic 8413.

Tower—One 325 ft. Truscon self-supported, insulated tower. Asking $10 per foot—buyer to dismantle. J. M. MacDonald, WLW, Cincinnati, Ohio.

IS SPONSOR PEOPLE'S VOICE?

'Times' Column Says Conservative Trend Indicated, So Sponsor Follows

THE FOLLOWING is an excerpt from Topics of the Times column appearing in the New York *Times* Sunday, March 30. It is reprinted with permission of *The Times.*

"A nation-wide survey conducted by this department along original lines of its own yields in one important field much more impressive ratios than are usually recorded in such inquiries. For instance it is our finding that out of 12,456 dentists polled, the dentists who partake of food in some form or another number 12,456."

"These figures are possibly a frivolous approach to one particular short paragraph in the report issued by the Commission on Freedom of the Press after four years of study . . . 'The great consumer industries—food, tobacco, drugs, cosmetics, soap, confectionery and soft drinks, which in 1945 gave the networks three-quarters of their income—determine what the American people shall hear on the air.'"

Turnabout

THE OPPOSITE opinion to Topics of the Times was expressed in Jack Gould's column in the same issue of *The Times*, March 30. Mr. Gould said he felt that the fact that William L. Shirer, CBS commentator, was told of his program's termination by the sponsor and not by CBS was very important to the issue. ". . . an advertiser again has figured prominently in a controversy over the presentation of opinion on the air when actually there should be no opportunity whatsoever for him to do so," Mr. Gould wrote. He agreed with the recommendation of the Commission on the Freedom of the Press that "all advertising matter on the air should be separated entirely from program content."

". . . if any group of business interests is to 'determine' what the American people shall hear over the air, the least mischief is to be feared from the industries which supply the basic necessities of the American people—food, drink, health and personal cleanliness. One cannot help feeling that business men engaged in the sale of such everyday commodities are bound to be more responsive to their customers' tastes and wishes than if they were a group of coal barons or steel magnates or even automobile tycoons. If these basic home-consumption industries really 'determine' what the American people shall hear over the radio, it is more than a fair assumption that they will 'determine' what they believe their customers . . . will like to hear. There is no coercion.

Test of Power

"Admittedly, this is *a priori* reasoning . . . A much more . . . serious test of the advertiser's power over radio programs . . . is the lively debate now under way over the large-scale departure of so-called 'liberal' newscasters and commentators from the networks . . . in favor presumbly of conservative or even reactionary commentators.

"If this thing is coming to pass, of the American people from now on are destined to listen to news and comment 'slanted' away from liberalism, the change has not really been brought about by the sponsors. . . . The final word on a revolution in serious radio programs, if that is to happen, was pronounced by last year's Congressional elections.

"They 'determined' a change of control in Washington and are everywhere recognized as signalizing a change of political climate in the country. . . . Now the sponsors apparently think they will get the larger public audience with a different set of voices. . . . A man with something to sell does not quarrel with his potential customers.

Wanted to Buy

Wanted to buy—250 watt network affiliate. Box 997, BROADCASTING.

Wanted—250-watt or 1000-watt station. Prefer network affiliate. Box 66, BROADCASTING.

Wanted—License, construction permit or station (AM or AM-FM). Box 112, BROADCASTING.

Wanted to buy—General Radio type 516 C RF bridge, good condition. State price. Box 141, BROADCASTING.

Wanted. 5000 watt transmitter available in near future. WJOI, Florence, Alabama.

Miscellaneous

Wanted: Engineer and commercial man to join me in applying for new station. Box 118, BROADCASTING.

9 A's and all other reproducers repaired. Prompt and efficient service. Broadcast Service Company, 334 Arcade Bldg., St. Louis 1, Mo.

Executive-newsman will invest to $20,000 in new or established station. Box 119, BROADCASTING.

Excess Insurance
Covering
LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

TV Network

(*Continued from page 20*)

for an experimental radio relay between the two cities.

A third proposed means of networking television programs is Stratovision, which envisages the use of airplanes, circling some 30,000 feet above the earth, as transmitters and relay points. First tests of the system, sponsored by Westinghouse Electric Corp., were made last year for FM but not for actual television. Video tests will be included in the experimental programs second phase for which a plane is now being equipped, but these will probably not get under way until late fall.

Pending the arrival of network service by cable, radio relay or Stratovision, a number of plans are being developed for the production and syndication of video programs on film. Allen B. Du Mont Labs., owner of two television stations, WABD New York and WTTG Washington, has developed a method of filming television programs off the screen or a receiver as the programs are being televised in the studio or remote pickup point. Du Mont is already lining up outlets for its "teletranscription" service, which will include both sustaining and sponsored programs, for rebroadcasting in other markets following their live presentation in the originating city.

Film Experience

ABC has had considerable experience during the last two years in filming special events and documentary programs for video use. NBC uses a camera crew to prepare its television newsreel programs. It is presumed that both these networks will make their film programs available to video affiliates to augment or precede live network program service. Film companies, advertising agencies and program production firms may also be expected to provide a video program service on film as enough television stations begin operating to make a suitable market.

Now, what about costs? So far AT&T has operated its New York-Washington coaxial cable link on an experimental basis without charge, and in answer to a query from BROADCASTING, last week said that it "is considered desirable" to to continue that arrangement "for a time." However, the phone company added, "consideration is being given to the level of rates for inter-city television facilities and such rates will be introduced at the conclusion of the experimental period."

Without official word on the matter of video network rates, BROADCASTING asked for estimates from executives who are planning on using such network facilities. The answers varied from a low of $13 a mile a month, slightly more than twice the $6 charge for Class A network I lines for standard broadcasting, to a high of $50 a mile a month. For a New York-Washington coaxial hookup, then, video network costs could fall between $3,000 and $12,000 a month. No one making an estimate claimed any authority for his figures beyond a "good guess," but these "good guesses" are being used for cost estimates the various companies are making when calculating their future television expenses.

If the coaxial cable costs are very high and if the cable turns out to be the most practical form of video networking—a couple of "ifs" that are far from definite—it is probable that the affiliation contracts of television networks with their stations may be set up on a different basis than the standard network contract, with the video affiliates called on to share the cable charges directly since they could not be absorbed into network rates. Or perhaps in television the advertiser will pay the cable charges as a separate item from time and talent costs for his programs.

Local Loop Charges

In addition to the cable charges, each station will have to pay for a local loop connecting his video transmitter with the cable. Present charges for such loops are $550 for installation and a rental of $20 a quarter-mile a month. The video broadcaster will probably require one or more local loops to hook up his station with local events.

No one knows what radio relay charges will be, either. As an indication, the phone company made an overall charge of $4,000 for the three pickups from West Point last fall. It probably is not justified to make this a basis for figuring permanent rates as this setup was purely experimental.

There are still a lot of questions to be asked and answered about television networking. And for the moment there are many more questions than answers. This report opened with a warning to the television broadcaster to consult his map and calendar when attempting to figure out when he will be able to get network service in his community. To that should probably be added his bankbook.

HIGHLIGHT of week-long celebration of WIP Philadelphia's 25th anniversary starting March 22 was presentation of plaque to station by Philadelphia's Chamber of Commerce and Board of Trade. Participating in the ceremony, which was part of a half-hour radio show, were (l to r): Ralph F. Swarts, mayor of Chester, Pa.; Benedict Gimbel Jr., president and general manager of WIP; George E. Brunner, mayor of Camden; J. Hampton Moore, former Philadelphia mayor who dedicated WIP 25 years ago; Carl Haverlin, then vice president in charge of station relations, MBS; Ellis A. Gimbel, chairman of board of Gimbel Bros. Inc.; Bernard Samuel, mayor of Philadelphia.

Support Indicated For Uniform Time

Rep. J. P. O'Hara Is Optimistic Over Bill's Chances

OPTIMISM that public support may be sufficient to stimulate favorable legislative action for uniform time was expressed by Rep. Joseph P. O'Hara (R-Minn.) last week.

Mr. O'Hara told BROADCASTING that his bill (HR-2740) for year-round standard time has drawn almost unanimous approval in a "gratifying" number of letters received since introduction of the measure [BROADCASTING, March 31].

He said he also had received favorable comment from other Congressmen who have received complaints from their own constituencies against the disruptive effects of daylight saving time in interstate commerce.

Mr. O'Hara emphasized that his measure does not in any way interfere with already established time zones, that it would provide only for the maintenance of uniform standard time as it already exists in each zone.

The bill reads in part: "No other time than the time established in this Act as the standard time for the zone in which any place of business engaged in interstate commerce is located shall be employed, maintained, or used at such place of business in connection with such business."

Hearing date for the O'Hara bill has not yet been set, primarily because the Interstate and Foreign Commerce Committee is still sitting as a full committee on all its business. It was learned, however, that Chairman Charles A. Wolverton (R-N. J.) plans shortly to announce the sub-committees.

Savings Time Plan Suggested by CBS

CBS' Western Division has evolved a plan to insure maximum listening audiences during the period when Daylight Saving Time is effective.

By the use of transcriptions, programs which normally would be heard from 7:30-8:15 a. m. will be shifted into the 11:15-12 noon bracket. Programs ordinarily aired from 5-6 p. m. will be heard between 8 and 10 p. m.

According to Donald W. Thornburgh, CBS Western Division vice president, maximum contiguous network programming will be possible through use of this system. The plan was first offered to CBS affiliates at a meeting in San Francisco on March 27 and 28, and was accepted unanimously. Total acceptance of the system by sponsors is expected within two weeks.

Cost of the transcriptions is to be pro-rated among the stations at a night-time hourly rate.

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

The Shreveport Times Station
CBS
SHREVEPORT

Possible Curb Seen On Video Locations

Interference Affecting Aviation Radio Is Problem

POSSIBLE RESTRICTION on location of television stations was foreseen if an increase in TV power results in "a serious source of interference" with aviation radio aids.

Edwin L. White, FCC's aviation engineering chief told the House Interstate and Foreign Commerce Committee last Tuesday he was "sure that a solution can be found whereby these two industries (TV and aviation) can operate simultaneously with a minimum of restriction."

The committee has been conducting an extensive investigation of a recent series of disastrous air accidents.

Mr. White warned "when the power of television stations is increased as now planned to the order of hundreds of kilowatts, what has been an infinitesimal signal will become one of appreciable magnitude, and when it is considered in terms of the powers used in the aviation service, it is a signal which may be, under certain circumstances, a serious source of interference."

Would Reduce Radiations

"The Commission undoubtedly will insist," he continued, "on the application of every means known to the radio art to insure that these unwanted radiations from television stations are brought to the irreducible minimum. If it is finally determined that if, under these circumstances, the harmonic emission is still capable of producing interference, it may be necessary then to impose restrictions on the location of television stations and possibly on the operation of aircraft."

He also told the committee that new equipment capable of operating without interference from FM stations transmitting on a frequency 13.8 megacycles below those used for Instrument Landing Systems cannot be installed before this fall.

HOUSE VOTES BACK PAY TO FORMER FCC AIDES

BACK PAY for former FCC officials Goodwin B. Watson and William E. Dodd was granted by the House in a close vote—110 to 97—last week over an adverse committee recommendation.

The Appropriations Committee had stricken the judgments, totaling $161.61, despite a favorable Supreme Court ruling. Messrs. Watson and Dodd were dropped from the government payroll in 1943 after an inquiry involving subversive charges.

Three TV Channels Threatened In Britain's Plan for 200 mc

A RENEWAL of British requests for international allocations in the 200-mc area which would threaten three U.S. television channels will be made at the International Telecommunications Conference at Atlantic City this summer and will be vigorously opposed by U.S. delegates.

The British proposals, asking that the 200-235 mc band be used internationally by navigational aids based on wartime British military equipment, date to 1944 and previously have been rejected in international conferences. Last fall, however, the plan was endorsed by Provisional International Civil Aviation Organization meeting at Montreal.

U.S. Government and industry have opposed the plan vigorously, contending that the proper area for such equipment is around 1,000 mc. To this end technicians have developed a system, designed for operation in the 1,000 mc area, which they hope will show that this Government's plan is superior to that of the British and therefore will be adopted.

The Canadian Government is expected to offer a proposal similar but not identical to that of United Kingdom's. Canada's plan would allocate 204-244 mc for use by navigational aids.

The British request, if adopted at the International Telecommunications Conference, would threaten U.S. television channels 11, 12, and 13, which range from 198 to 216 mc. The Canadian plan would not involve channel 11 (198-204 mc) but would threaten channels 12 and 13.

International adoption would not, however, necessarily wipe out the television channels. U.S. opposition to the Canadian and British proposals is so strong that there is speculation that this country, if necessary to maintain its television allocations, would "take a reservation"—refuse to follow any plan authorizing use of the television frequencies by other services, or to permit such use of the channels in the U.S.

In that event, although other nations might use the 200 mc area for other purposes, the U.S. would continue to use it for television.

Even this development, however, would pose some problems. Although the top television channels could be used satisfactorily in most of the U.S., stations using them along the Canadian border might encounter interference.

WSPA, WORD Seek Approval for Sale; Byrnes Among Applicants for WORD

SALE OF WSPA Spartanburg, S. C., by A. B. Taylor and Walter J. Brown to Surety Broadcasting Co. for $450,000, and the $85,000 purchase of WORD Spartanburg by Mr. Brown and associates, including former Secretary of State James F. Byrnes [Closed Circuit, March 17, 31], were reported to FCC last Wednesday for approval.

The purchase of WORD, which Mr. Brown founded, is from J. M. Bryan and Smith Davis, co-partners doing business as Spartanburg Broadcasting Co. Mr. Bryan is vice president of Jefferson Standard Life Insurance Co., Greensboro, N. C., and president of its Jefferson Standard Broadcasting Co., licensee of WBT Charlotte. Mr. Davis is president and owner of Smith Davis & Co., radio and newspaper financier, of Cleveland.

Surety Broadcasting Co., buying WSPA, holds a Class B FM grant for Charlotte (WIST) and is a subsidiary of Surety Life Insurance Co. of Greenville, which is licensee of WIS Columbia, S. C., and conditional grantee for WIS-FM. Francis M. Hipp is president of the radio subsidiary and vice president of the parent corporation.

G. Richard Shafto, general manager of WIS and WIST, will add the general managership of WSPA to his duties if the sale is approved. The station, now managed by Mr. Brown, is a CBS affiliate operating on 950 kc with 5 kw fulltime. It is licensed to Spartanburg Advertising Co. and owned 89.5% by Mr. Taylor, father-in-law of Mr. Brown, and 10.5% by Mr. Brown.

The WORD application calls for assignment of license from Spartanburg Broadcasting to Spartan Radiocasting Co., of which Mr. Brown is president and treasurer and owns 61.6%. Mr. Brown also owns 30% interest in the new WTNT Augusta, Ga.

Former Secretary Byrnes, whose home is at Spartanburg and whom Mr. Brown served as special assistant during Mr. Byrnes' tenures as Director of Economic Stabilization, Director of War Mobilization, and Secretary of State, owns 5% interest.

General Newspapers Inc., licensee of WGNI Wilmington, N. C., permittee of WGNH Gadsden, Ala., publisher of the Spartanburg *Herald* and *Journal* and interested in several other papers having radio interests, has 33.3%. The remaining 0.1% is owned by Miller C. Foster, Spartanburg attorney, who is secretary of Spartan Radiocasting.

WORD is a 250-w ABC affiliate on 1400 kc. Mr. Brown organized the station for Spartanburg Advertising Co., licensee of WSPA. It was sold in 1944, under FCC's duopoly rules, to the present owners for $58,500.

In acquiring WORD, Mr. Brown will re-invest a portion of the $89,475 which he receives as his share of the WSPA sale price.

Both the WSPA and WORD transactions involve FM. WSPA-FM is now in interim operation, the first FM station on the air in the state. WORD has a conditional grant for FM which also would be transferred to the new owners.

New 1 kw Baltimore Grant Is Proposed

FCC Also Tentatively Approves Chester, Pa., Application

GRANTS for a new 1-kw daytime station at Baltimore on WSB Atlanta's 750-kc clear channel and a new 250-w daytime outlet on 740 kc at Chester, Pa., were proposed by FCC in a decision released last Tuesday.

The proposed decision anticipated grants of the applications of Key Broadcasting Corp. at Baltimore, which would give the city its sixth outlet, and of James M. Tisdale, radio engineer, at Chester.

FCC proposed to deny the third application in the proceeding, that of Paul W. Delehanty for a Chester station on the same assignment sought by Mr. Tisdale.

The Commission based its decision on a finding that Mr. Delehanty, a marine draftsman, "is not financially qualified to carry out the proposal set forth in his application" and "does not appear to appreciate fully the nature of a licensee's responsibility for developing a service in the public interest."

The Commission noted that Mr. Delehanty "has had no radio experience and had made no substantial effort, up to the time of the hearing [last October] to familiarize himself with matters pertaining to the construction and operation of a radio station."

The proposed grants were as follows:

Key Broadcasting Corp., Baltimore—750 kc, 1 kw, day only. Principals are: George E. Hull, manager of two Baltimore companies distributing refrigerator and oil burner supplies, president and 12½%; W. R. Burrier, engineer with Westinghouse Electric & Manufacturing Co., vice president and general manager, without stock interest; Maurice E. Wilcox, retired automobile dealer, treasurer and 6¼%; S. Elmer Parks, in merchandising business, secretary and 12½%; Lucien C. Lowndes, insurance agency executive, 6¼%; and William B. Jones, Daniel B. Brooks, Ralph and Louis P. Bolgiano, and George J. Roche, Baltimore business and professional men, 12½% each.

James M. Tisdale, Chester, Pa.—740 kc, 250 w, day only. Mr. Tisdale was chief engineer of WIP Philadelphia from April 1944 to May 1946, and previously was a member of the technical staff for several years. He also had programming and announcing experience at WIP. He would be general manager and chief engineer of the proposed Chester station.

At Deadline ...

FCC RIGHT ON SCHEDULE IN PROCESSING LINE 2 CASES

FCC AUTHORITIES reported confident they will have all pre-Feb. 7 AM "Processing Line 2" applications—those posing tougher engineering problems—up to date with grants or designations for hearing by May 1, end-date of temporary expediting plan.

But they held out little hope of meeting same deadline so far as simpler Line 1 cases are concerned. Some authorities thought action on Line 1 applications would not progress, by May 1, much beyond those filed in January. Whether expediting plan would be extended not decided.

It was considered possible "an extra week" beyond May 1 might be needed to complete actions on Line 2, but authorities felt they'd be able to meet deadline "on the nose."

WTBO SALE PLAN DROPPED

AGREEMENT for $275,000 purchase of WTBO Cumberland, Md., by *Cumberland Times & News* [BROADCASTING, Dec. 2] cancelled by buyers and transfer application dismissed by FCC at request of attorney. Station owned by Aurelia S. Becker (70%), general manager, and Charles Z. Heskett (30%), city attorney. Contract signed Sept. 23 gave buyers option to cancel in six months.

CBS REQUEST that FCC rescind Rules Sec. 3.103 limiting network affiliation contract to two years was denied, Commission announced Friday. FCC authorities said network's request, in form of resolution adopted by CBS board, gave no supporting reasons.

HART TO HERRS

ALLIED STORES Corp., radio-minded operator of big department stores (including Joskes of Texas), last week asked NAB to loan Lee Hart, retail expert, to Herrs, its Springfield, Mo., store, when city newspaper was burned out. Herrs, not active radio user, will have chance to test medium's power as retail sales agency. Miss Hart took first plane for Springfield to help store draw up broadcast plans.

FMA TO FETE MANUFACTURERS

LEADING FM set and transmitter manufacturers to be tendered dinner April 14 by FM Assn. following FMA's Region 1 meeting (see story page 81). Dinner will be held at Fort Orange Club, Albany. Advance registration for Region 1 meeting of FMA passed 100 mark Friday indicating attendance of 300, according to Bill Bailey, FMA executive director.

TUBE OUTPUT DOWN

OUTPUT of broadcast receiver tubes in February, short working month, fell to 18,295,955 from January total of 20,203,509 units, RMA announced Friday. Of February production 12,302,672 were for new sets, 4,393,897 for replacements, 1,554,458 for export, 44,298 for Government.

IVAR H. PETERSON, labor relations analysis at NAB, transferred to Legal Dept. as attorney.

SIX NEW AM OUTLETS AUTHORIZED BY FCC

AUTHORIZATIONS for four new daytime standard stations and two new local fulltime AM outlets announced by FCC Friday. KOAM Pittsburg, Kan., was granted modification of construction permit for boost of daytime power on 860 kc from 5 to 10 kw. Night power remains 5 kw.

At same time Commission set aside Jan. 30 grant to Marion Radio Corp., Marion, Ind., and rescinded March 20 grant to Seminole Broadcasting Co., Wewoka, Okla. Marion application for 1600 kc 1 kw day set for consolidated hearing with like request of Champion City Broadcasting Co., Springfield, Ohio. Action in Wewoka case puts application in pending file to await 30 kc-separation case decision. Seminole asks 720 kc 250 w day. Prior application pending is that of West Central Broadcasting Co. for Tulsa facilities of 740 kc 25 kw night and 50 kw to local sunset.

FCC changed conditions for new Midnight Sun Broadcasting Co. (KFAB Fairbanks) station at Anchorage to be subject to satisfying of any complaints of inter-action resulting from operation of new outlet and KFQD Anchorage. Midnight Sun facilities at Anchorage are 5 kw unlimited time on 550 kc. KFQD now is 5 kw unlimited on 790 kc.

AM grants were:

Lamar, Col., 1340 kc 250 w unlimited, The Southeast Colorado Broadcasting Co.; Eau Claire, Wis., 1400 kc 250 w unlimited, WBIZ Inc.; Eau Claire, Wis., 1050 kc 1 kw day, Chippewa Valley Radio and Television Corp.; Tyler, Tex., 600 kc 500 w day, Blackstone Broadcasting Co. Inc.; Colby, Kan., 790 kc 5 kw day, Western Plains Broadcasting Co. Inc.; Roscoe, Ohio, 1560 kc 1 kw day, Coshocton Broadcasting Co.

WNYC New York's special service authorization to operate specified hours at night on 830 kc clear channel of WCCO extended six months or until clear-channel case is decided.

Retailer Lauds Radio's Sales Power

By WILLARD CAMPBELL

Sales Manager
Sibley, Lindsay & Curr, Rochester

See Rochester retail story, page 15

RADIO advertising coordinated with direct mail enabled Rochester department stores to carry on successfully during the Rochester daily newspaper strike which lasted from Nov. 8, 1946, through Feb. 8, 1947. In fact, during six of the 12 weeks of the strike, Rochester's department stores' weekly sales increased in percentage over the previous year's sales, exceeding average increase of the Second Federal Reserve District, which includes New York City, Newark, Buffalo, Syracuse and Rochester.

All three Rochester radio stations operating at the time of the strike—WHAM WSAY WHEC—immediately made available to the department stores all of the time that could possibly be released.

One department store upped its use of radio sixfold. These stores could not in many instances contract for radio time at the hour of the day they preferred. The stores did not have trained script writers nor could they develop the proper type of radio program because they worked on a six-day cancellation period.

Also they were not able to establish a satisfactory follow-through system within the stores to insure constant point-of-sale display with signs of radio-advertised merchandise or an adequate system of notifying the sales force about radio-advertised merchandise.

However, results from radio advertising produced excellent sales. Combined advertising costs of radio and direct mail amounted to no more, if as much, as had been appropriated for newspaper advertising for these three months.

The real test of the selling power of radio came after the Christmas gift-buying period. During three weeks in January 1947, Rochester department store sales exceeded the Federal Reserve District average in sales increase over 1946.

While it is impossible in department store operations to prove "what might have been" the concensus of opinion of Rochester retailers was that department store sales held up satisfactorily during November, December, and January thanks to radio and direct mail during the three months of the newspaper stoppage.

Closed Circuit

(*Continued from page 4*)

moves: Warning formerly opening each WCBS-TV program that telecasts were not intended to promote sale of video sets as standards might change at any time, has been discontinued; several of technical and office employes of CBS video staff released.

SHOULD networks assume associate membership status in NAB, chances believed good that ABC finally will join. Conversion from active to associate status means net loss of about $50,000 in annual receipts, since as associates all four networks would pay $5,000 each instead of $70,000 total from three now.

DISSATISFACTION among San Antonio subscribers with Hooper continuing studies in comparison with BMB reports understood to have caused WOAI (NBC 50 kw) KMAC (MBS 250 w) KABC (ABC 50 kw) and KTSA (CBS 5 kw) to cancel existing contracts this week. Only dissenter was KONO (250 w independent) which has received high ratings.

LONG-SOUGHT "people's radio" set for FM, to expedite mass aduience, may be around corner. Electronics Inc., controlled by Washington radio attorneys Dempsey & Koplovitz, demonstrated new seven-tube table model receiver last weekend. Called "Minuet in FM," set is manufactured by Airadio Inc., Stamford, Conn., and might retail for about $50 with wholesale price around $38 FOB. Distribution planned through FM station participation. Claimed set discriminates between adjacent channel stations.

WINS
MEN
AT
WORK

There's a lot of truth to the statement that a radio station is no better than the people who man it and the policies that guide it. And WINS is no exception! With this in mind, initial steps toward improvement have been made. Currently WINS personnel has been increased 21% while payroll's up 60%, thus providing a more adequate size and quality of staff. Programming, too, has progressed. Approximately 48% of it represents new and improved shows. Also, a 50kw transmitter is being installed. All efforts continue to improve WINS ...to make it a better entertainment and information vehicle for listeners and an honest, resultful medium for advertisers.

WINS
NEW YORK

CROSLEY BROADCASTING CORPORATION